

# THE CASH BOX

VOLUME 13

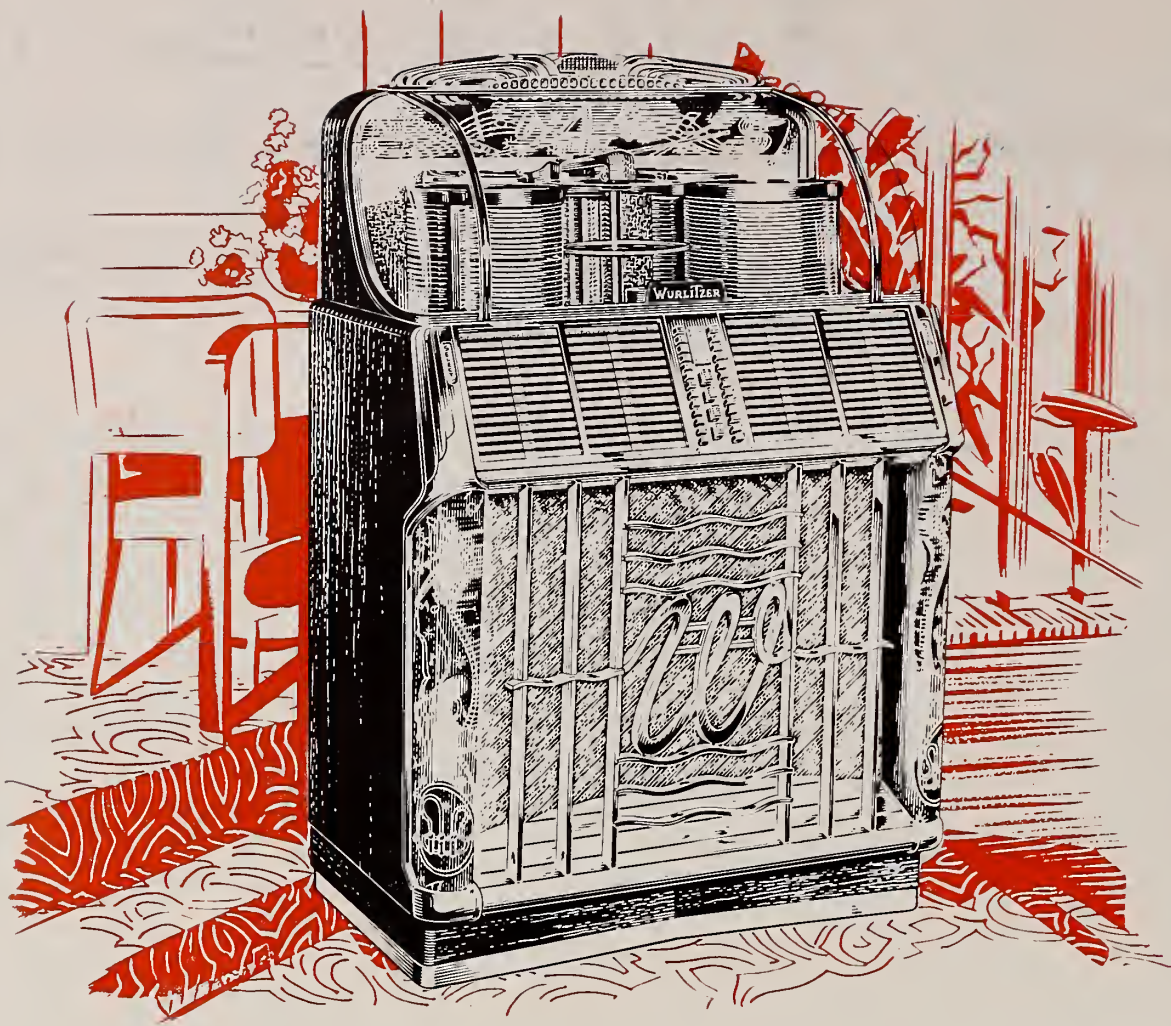
AUGUST 23, 1952

NUMBER 48



With slices of watermelon this big, Perry Como and Eddie Fisher really know that it's "Watermelon Weather". The two RCA Victor stars, together on wax for the first time, have another standout called "Maybe" on the other side of the disk. Photo was taken just before Eddie left for a tour of duty in Korea.





## GIVE IT A LONG RANGE LOOK

It has been a Wurlitzer policy for the operator's protection since the industry's earliest days.

Wurlitzer Phonographs always have been styled to retain their appeal, engineered to render profitable performance, and constructed to command remarkable resale values over many years of service.

The phenomenal new Wurlitzer Fifteen Hundred is the latest, greatest example of this policy. Ahead of its time in number of

selections, it stands alone in its ability to play 78 and 45 RPM records intermixed.

When you look for new phonographs, look beyond the price tags. Look for the hidden values that mean happier relations with your location owners, healthier returns for you, higher resale value when trade-in time arrives.

Over the years, under every category, you find Wurlitzer's the winner.

SEE YOUR WURLITZER DISTRIBUTOR

THE *Wurlitzer* FIFTEEN HUNDRED  
*by far your best investment*

The Rudolph Wurlitzer Company, North Tonawanda, New York





# The Cash Box

August 23, 1952  
Volume 13 Number 48

PUBLISHED EVERY WEEK BY

## The Cash Box Publishing Co., Inc.

26 West 47th Street, New York 36, N. Y.  
(All Phones: JUDson 6-2640)  
JOE ORLECK

CHICAGO OFFICE  
32 West Randolph St., Chicago 1, Ill.  
(All Phones: DEArborn 2-0045)  
BILL GERSH

LOS ANGELES OFFICE  
6399 Wilshire Blvd., Los Angeles 48, Cal.  
(All Phones: WEbster 3-0347)  
LEO SIMON

EXECUTIVE STAFF  
BILL GERSH, Publisher  
JOE ORLECK, Editor and Advertising Director  
BOB AUSTIN, General Mgr., Music Dept.  
SID PARNES, Associate Editor and Music Editor  
NORMAN ORLECK, Associate Music Editor  
MARTY OSTROW, Research  
A. ARTESE, Office Manager  
K. BEER, Circulation  
POPSIE, Staff Photographer  
BRUNO DUTKOWSKY, Art Director

ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers.

SUBSCRIPTION RATES \$15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at \$48 per year includes 40 word classified advertisement each week for an entire year (52 weeks) plus the full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

*THE CASH BOX* covers the coin operated machines industry, and all allied to this industry throughout the United States and all over the world. *The Cash Box* is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to:—automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others identified with, or allied to, the music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the vending, music and amusement fields are covered by *The Cash Box*. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered.

**"THE CONFIDENTIAL PRICE LISTS"**  
*"The Confidential Price Lists"* are the one and only officially recognized price guide of all new and used machines in the United States. *"The Confidential Price Lists"* are an exclusive, copyrighted feature of *The Cash Box*. *"The Confidential Price Lists"* report each week's low and high prices for all new and used coin operated machines, regardless of age, listing all market changes, and continually adding on all the new equipment as this equipment is announced to the industry. *"The Confidential Price Lists"* are recognized by many cities and states throughout the country as the "official price book of the coin operated machines industry." They are an integral part of *The Cash Box* and appear in each week's issue. *"The Confidential Price Lists"* are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. *"The Confidential Price Lists"* are used by finance firms, factors, loan companies, bankers, and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. *"The Confidential Price Lists"* have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the quotations appearing in *"The Confidential Price Lists."*

CORRESPONDENTS IN LEADING CITIES  
THROUGHOUT THE UNITED STATES

ENTIRE CONTENTS COPYRIGHTED 1952 by The Cash Box Publishing Co., Inc. No reproduction in part or whole allowed without written permission from the publishers.

## Facts For Phono Ops About:

# DEPRECIATION

What are the facts about depreciation?  
Everywhere in the nation there are different depreciation rates allowed by local offices of the Federal Government.

There is no nationally uniform depreciation schedule in being, approved by the Federal Government, wherein all the nation's operators can gauge themselves as to the depreciation which they can take on the new equipment they purchase.

This has, today, become a sore spot throughout the industry.

In fact, as far as the juke box business is concerned it is, every day, becoming the basis for more and more arguments with local tax offices.

One noted Certified Public Accountant in Chicago, Leo P. Kaner, suggested that an attempt be made, on a national basis, whereby juke box ops would be allowed to depreciate 40% of the price they paid for a new automatic phono the first year; 30% the second year; 20% the third year; and 10% the final and fourth year.

Another noted Certified Public Accountant, Herman Jaffe of New York City, suggested that *The Cash Box*' "Confidential Price Lists" be used as the basis for discussions with the proper committee in Washington so that a nationally uniform depreciation schedule could be obtained.

Both of these Certified Public Accountants are well acquainted with the problems facing the juke box operators throughout the nation regarding a uniform depreciation schedule.

Both of their suggestions are the basis of long study in the field.

Certainly Leo P. Kaner, CPA, Chicago, is very conservative in his depreciation schedule when he suggests that 40% be depreciated the first year.

Following the plan of Herman Jaffe, CPA, New York, a check thru *"The Confidential Price Lists"* proves the point that he wants to make with the proper committee in Washington to meet with leaders of the juke box industry from all forty-eight states and, thereby, arrange for a uniform, national depreciation rate.

The fact also remains that the first edition of *The Cash Box*' "End-Of-Month Inventory Issue" of *"The Confidential Price Lists"* has opened the eyes of operators, jobbers and distributors from coast to coast, and even in foreign countries.

Many operators have exclaimed with surprise, "Holy smokes, never knew that my machines had dropped so much in actual value."

This, alone, is sufficient proof for any tax official questioning depreciation rate schedules of operators.

The "End-Of-Month Inventory Issue," if faithfully kept by operators, will prove to any tax official where that operator (or job-

ber or distributor) obtains his "why and wherefore" of depreciation.

From week to week as prices drop they are reflected completely the end of each month in the "End-Of-Month Inventory Issue" of *"The Confidential Price Lists"* in *The Cash Box*.

In short, when CPA Leo P. Kaner suggested that 40% depreciation be allowed the first year he hit the nail right on the head.

*"The Confidential Price Lists"* of *The Cash Box* absolutely back up his statements with factual price proof.

The fact that, after the third year, there is actually no value whatsoever on the phonograph, is also handled with great conservatism by Kaner.

He still carries on into the fourth year with 10% as the final year's depreciation.

This factual and actual proof from *"The Confidential Price Lists"* of *"The Cash Box"* is certainly conclusive and convincing argument for all questioners regarding depreciation who are giving many operators about the nation headaches today by asking how and why they arranged for their depreciation rates.

The final answer to the entire problem of depreciation will only come about when the nation's leading juke box operators agree to meet with the proper committee in Washington, D. C. and arrange for a national uniform depreciation schedule which will then be accepted by all local offices of the Federal Government.

Such a meet is not a wild dream. No wilder than the dream which was made fact by *The Cash Box* when it urged the creation of a national organization of juke box operators to act as a watchdog for national legislation.

Such an organization was created by *The Cash Box* in its own suite at the Bismarck Hotel some years back. It is today known as MOA (Music Operators of America). George A. Miller, who heads the California Music Guild with headquarters in Oakland, Calif., is president of MOA.

The growth of this organization and its stability today is due to a "dream" by *The Cash Box*.

*The Cash Box* dares dream once again. It dreams that many, many juke box operators will be relieved of depreciation schedule headaches by the meeting, some day soon, of operators from all over the country with the proper committee in Washington, with Certified Public Accountants to back up the statements of these operators, with *"The Confidential Price Lists"* of *"The Cash Box"* (now entering into their fourteenth year of consecutive weekly publication) as the factual basis for those arguments as to why there should be a uniform four year depreciation schedule national in scope.



**THE NATION'S**

**TOP TEN**

PLUS  
THE NEXT  
**15**

**JUKE BOX TUNES**

The Top Ten Tunes Netting  
Heaviest Play In The Nation's Juke  
Boxes, Compiled From Reports Sub-  
mitted Weekly To The Cash Box  
By Leading Music Operators  
Throughout The Country.

**THE CASH BOX**



AL—Aladdin AP—Apollo AT—Atlantic BU—Bullet CA—Capitol CH—Chess CO—Columbia	CR—Coral DA—Dana DE—Decca DY—Derby FE—Federal 4 Star—Four Star IN—Intro	<b>CODE</b> JU—Jubilee KI—King LO—London ME—Mercury MG—MGM	MO—Modern OR—Oriole PE—Peacock PR—Prestige RA—Rainbow RE—Regent SA—Savoy	SE—Seeger SIT—Sittin' In SP—Specialty TE—Tempo TN—Tennessee UN—United VI—Victor
--	---	---	--	---

Pos. Last  
Week**AUF WIEDERSEH'N SWEETHEART****VERA LYNN**
 CA-2166 (F-2166)—Sharkey  
 CO-39776 (4-39776)—Champ Butler  
 CR-60773 (9-60773)—Ames Brothers  
 DE-28271 (9-28271)—Guy Lombardo O.

 LO-1227 (45-1227)—Vera Lynn  
 ME-5871 (5871x45)—Eddy Howard  
 MG-11278 (K-11278)—DeMarco Sisters  
 VI-20-4777 (4777)—Billy Shepard O.
**HALF AS MUCH****ROSEMARY CLOONEY**
 CO-39710 (4-39710)—Rosemary Clooney  
 CO-20879 (4-20879)—Curley Williams  
 DE-28271 (9-28271)—Guy Lombardo O.

 ME-6366 (45-6366)—Ken Marvin  
 MG-11202 (K11202)—Hank Williams
**BOTCH-A-ME****ROSEMARY CLOONEY**

CO-39767 (4-39767)—Rosemary Clooney

**HERE IN MY HEART****AL MARTINO**
 BBS-101 (45x101)—Al Martino  
 CO-39745 (4-39745)—Tony Bennett  
 CR-60746 (9-60746)—Alan Dale

 DE-28213 (9-28213)—The Andrews  
   Sisters/Dick Haymes  
 ME-5877 (5877x45)—Vic Damone
**DELICADO****PERCY FAITH**
 LO-1151—Edmundo Ros O.  
 CA-2040 (F-2040)—Stan Kenton O.  
 CO-39708 (4-39708)—Percy Faith O.  
 CR-60729 (9-60729)—Laurindo Almeida  
 DE-28044 (9-28044)—Waldyr Azevedo O.  
 DE-28179 (9-28179)—Guy Lombardo O.

 MG-11259 (K-11259)—Hollywood  
   Symphony O.  
 SE-7002—Fred Norman O.  
 VI-204677 (47-4677)—Three Suns  
 VI-20-4719 (47-4719)—Dinah Shore  
 VI-20-4706 (47-4706)—Ralph Flanagan
**WALKIN' MY BABY BACK HOME****JOHNNIE RAY**
 AP-1088—Dean Martin  
 CA-2130 (F-2130)—Nat "King" Cole  
 CO-39750 (4-39750)—Johnnie Ray

 DE-28277 (9-28277)—Guy Lombardo  
 SE-7002—Bernice Parks
**MAYBE****COMO-FISHER**

VI-20-4744 (47-4744)—Como-Fisher

**WISH YOU WERE HERE****EDDIE FISHER**
 CA-2154 (F-2154)—Jane Froman  
 DE-28308 (9-28308)—Guy Lombardo

 MG-11270 (K11270)—Fran Warren  
 VI-20-4830 (47-4830)—Eddie Fisher
**KISS OF FIRE****GEORGIA GIBBS**
 CO-39737 (4-39737)—Toni Arden  
 DE-28179 (9-28179)—Guy Lombardo O.  
 DE-28177 (9-28177)—Louis Armstrong O.  
 ME-5823 (5823x45)—Georgia Gibbs

 MG-11225 (K11225)—Billy Eckstine  
 VI-20-4671 (47-4671)—Tony Martin  
 VI-20-4705 (47-4705)—Ralph Flanagan
**I'M YOURS****DON CORNELL/EDDIE FISHER**
 CA-2102 (F-2102)—Baxter & Beavers  
 CO-39737 (4-39737)—Toni Arden  
 CR-60690 (9-60690)—Don Cornell

 DE-28162 (9-28162)—Four Aces  
 VI-20-4680 (47-4680)—Eddie Fisher  
 VI-20-4705 (47-4705)—Ralph Flanagan

The Record Industry Can Look Foward To A

# GREAT AUTUMN SEASON

The record business is moving into high gear for the Fall.

From every side comes word that the usual autumn increase in sales is starting much earlier this year. Several majors have estimated that their sales have advanced about 20% in the last couple of weeks. And there are at least a half dozen independent firms which have potential hits already making noise, already garnering orders and reorders.

The strength of the record industry, its ability to bounce back from poor sales periods, sometimes surprises those within the trade. But it shouldn't. For it's a stable industry, one for which there is a basic need. And the recording companies fulfill that need completely and well.

More and more, however, it has become acknowledged fact that the stability of the record industry and its rock bottom support stems from the juke box trade.

For the juke box operator serves a dual role in the making of a hit. Not only is he collectively the greatest actual purchaser of records in the country today, but at the same time he provides a promotional medium through which records can be heard over and over again.

The support which the juke box operator gives the record industry is a continuous one because those 550,000 juke boxes must stay filled, no matter what. Each slot must have a record and the operator is constantly searching for those records which will have the most appeal, bring him in the most revenue. Therefore he must continually be changing disks, buying new ones and in this manner give the record industry the backing which it could get from no other source.

Today there is just no longer any doubt about the importance of the juke box industry to the establishment of a hit record. As one smash after another has been made on the boxes, all factors of the industry have come to the realization that there is no other outlet quite like the market provided by the juke box operator.

Therefore, as recording firms go back onto full schedules for the coming season, as each company comes out with the best that it has to offer, we can expect even greater concentration in the juke box field than we have had until now. In fact, it is likely that many record firms and music publishers will be putting their main—and in some cases their entire—efforts into establishing a disk on juke boxes and in that way reaching the public.

Almost all sources in the industry expect a robust Fall season. With the proper handling of the juke box operator's needs, it could be more than that. It could be a season that sees sales marks set that have never been approached before.

11) SOMEWHERE ALONG THE WAY. 12) HIGH NOON. 13) VANESSA. 14) LOVER. 15) BLUE TANGO. 16) YOU BELONG TO ME. 17) ALL OF ME. 18) SUGARBUSH. 19) SHOULD I. 20) TAKE MY HEART. 21) KAY'S LAMENT. 22) SMOKE RINGS. 23) LUNA ROSSA. 24) STRANGE SENSATION. 25) ROCK OF GIBRALTAR.





ALL ABOUT DISK JOCKEYS

## THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. AUF WIEDERSEH'N SWEET-HEART ..... Vera Lynn (London)
2. BOTCH-A-ME ..... Rosemary Clooney (Columbia)
3. HALF AS MUCH ..... Rosemary Clooney (Columbia)
4. HERE IN MY HEART ..... Al Martino (B. B. S.)
5. WISH YOU WERE HERE ..... Eddie Fisher (RCA Victor)
6. SOMEWHERE ALONG THE WAY Nat "King" Cole (Capitol)
7. MAYBE ..... Como-Fisher (RCA Victor)
8. DELICADO ..... Percy Faith (Columbia)
9. WALKIN' MY BABY BACK HOME Johnnie Ray (Columbia)
10. HIGH NOON ..... Frankie Laine (Columbia)

With his new show over 50,000 watt WLAW-Boston, Sherm Feller now has more coverage than he has ever had before. . . . Vaughn Monroe one of the really nice guys in the show business won himself another staunch friend when he entertained Bud Wilson of KBR, Manchester, N. H. Bud, with his wife, Marie and daughter Debbie, took what was supposed to be a business trip to the Monroe farm in Pennacook, N. H., to tape a show. Wilson got the interview, but also spent one of the most pleasant afternoons ever. Vaughn took the Wilsons on a tour of the farm, which was followed by lemonade and lunch served by Mrs. M. . . . Mike Woloson, formerly of WSCR-Scranton, is now located at WNOR-Norfolk, Va., and announces that he was married on July 3rd to a lovely and intelligent young lady named Alice Merva of Olyphant, Penna. . . . Barry Kaye—WCAU, Atlantic City, thinks Denny Vaughan's "Forevermore" on MRT label is sensational. . . . Bernie Fionte has taken over Nick Caruso's spot at WCCM, Lawrence, Mass. Bernie's big enthusiasms at the moment are Lily Ann Carol's "It's Been So Long," Jo Stafford's "You Belong To Me" and June Valli's "Strange Sensation."

Paul Dixon (WCPO-Cincinnati) shows how records can be used on TV when he airs his teevee-er. . . . Rex Dale (WCKY-Cincinnati) writes "I make many references to your publication in my five hours of daily platter spinning." Dale just returned from three weeks on the coast where he spent some relaxed moments with Doris Day, Marty Melcher, Tubby Garrow, Rosemary Clooney, Red Nichols, Jack Teagarden, Red Norvo and others. Rex has a song "In A Chapel By The Side Of The Road" and it has been waxed by two fine artists, Edna McGriff and Ken Griffin. . . . Sid Dickler (WHOD-WMCK-Pittsburgh, Pa.) is in a situation. A lot of artists, publishers and agents are confused as to where to contact him and they miss the boat on quick plugs and deals. All records, mail and phone calls should go to his new quarters in the Century Building, 7th Avenue, Pittsburgh. Phone number is Express 1-0576. Interested parties please note. . . . Joe Ryan (WALL-Middletown, N. Y.) celebrated his birthday August 12 by inviting any and all kids under 10 years old for ice cream cones. Age ten was chosen because station WALL is celebrating its Tenth Anniversary. Ten years old on August 2nd, to be exact. Ryan is also changing the title of his afternoon show from Joe's Jamboree to the Joe Ryan show. . . . Jack Hall (KMJ-Fresno, Calif.), has been breaking in a string of record librarians and re-vamping the station's library in addition to his staff DJ duties. Jack writes that after the deluge of screaming baritones, it's a real pleasure to pick up records by artists who know what they are doing. Jack specifically points to Mitch Miller as an example of what the music business needs.

Chuck Zink, formerly with WHVR-Hanover, Pa., is now working out of WGAL-TV-Lancaster, Pa. . . . Dick Partridge has moved from WTMA-Charleston, S. C., to WARA-Attleboro, Mass. . . . Donn Tibbetts (WKXL-CBS-Concord, N. H.) was in New York last week for a combination business-vacation trip. He took in the Music Convention and Capitol Records Anniversary Cocktail Party at the Park Sheraton. Donn was deejay host to Patti Page who played a one night stand to a full house. Tibbetts tells how Patti was called on for what seemed to be a million numbers. . . . Do you know of a record that would be suitable as a closing theme for a radio disk jockey show? If you do, drop a postcard to Jack Rowzie (WWDC-Washington, D. C.), the ex-cop who conducts the all-night show, the "Night Beat." You'll win yourself a jackpot of prizes including a \$50 phonograph contributed by the Super Music Stores. Rowzie claims that his opening theme, "The Black Maria" is fine for "picking-up" his listeners, but he needs a tune to unload them at the end of the show.



PAUL DIXON  
(WCPO-Cincinnati)

# Steve Gibson and the Original RED CAPS Singing...

featuring  
DAMITA JO

## "I WENT TO YOUR WEDDING" and "WAITED"

RCA VICTOR  
20-4835 (47-4835)

### Going Strong

\$ indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

WEEK OF AUGUST 16

- \$ The Hand Of Fate / Wish You Were Here  
Eddie Fisher ..... 20-4830 (47-4830)\*
- \$ Vanessa / Somewhere Along The Way  
Hugo Winterhalter ..... 20-4691 (47-4691)\*
- \$ A Mighty Pretty Waltz / Two-Faced Clock  
Pee Wee King ..... 20-4883 (47-4883)\*
- \$ Maybe / Watermelon Weather  
Perry Como and Eddie Fisher ..... 20-4744 (47-4744)\*
- \$ Since You Went Away / A Mighty Pretty Waltz  
Henri Rene and Lou Dinning ..... 20-4886 (47-4886)\*
- \$ I'm Yours / Just A Little Lovin'  
Eddie Fisher ..... 20-4680 (47-4680)\*
- \$ Sweethearts Holiday / My Love And Devotion  
Perry Como ..... 20-4877 (47-4877)\*
- \$ Got You On My Mind / One Mint Julep  
Buddy Morrow ..... 20-4868 (47-4868)\*
- \$ I Laughed At Love / Father Time  
Sunny Gale ..... 20-4789 (47-4789)\*
- \$ Doodletown Fifers / Azure-te  
Sauter-Finegan Orch. .... 20-4866 (47-4866)\*
- \$ Hot Lips / Hotter Than A Pistol  
Spike Jones ..... 20-4875 (47-4875)\*
- \$ Night Train  
Buddy Morrow ..... 20-4693 (47-4693)\*
- \$ A Full Time Job / Shepherd Of My Heart  
Eddy Arnold ..... 20-4787 (47-4787)\*
- \$ Someday / Luna Rossa  
Tony Martin ..... 20-4836 (47-4836)\*
- Lady's Man / Married By The Bible, Divorced By The Law  
Hank Snow ..... 20-4733 (47-4733)\*

\* 45 rpm cat. nos.

The stars who make the hits  
are on

## RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CITY SQUARE, NEW YORK, N. Y.



# RECORD REVIEWS

ⓐ DISK & SLEEPER

ⓐ GOOD

ⓑ EXCELLENT

ⓑ FAIR

ⓑ VERY GOOD

ⓑ MEDIOCRE

## RED FOLEY & ROBERTA LEE

(Decca 28343; 9-28343)

ⓑ "DON'T BELIEVE EVERYTHING YOU HEAR" (2:20) A guitar opens a cute rendition of a melodic bouncer with a western twang as performed by Red Foley and Roberta Lee. Number has an inviting flavoring to it.

ⓐ "I GOTTA HAVE YOU" (2:23) A fine vocal is performed by both artists in their chanting of a steady beat number that has a cute lilt. The combo is terrific.

## THE MELACHRINO STRINGS

(RCA Victor 20-4891; 47-4891)

ⓑ "MEET MR. CALLAGHAN" (2:33) A lush instrumental of a number that's creating quite a stir in the music biz is lightly bounced through by the wonderful combination of the Melachrino Strings. The effects are wonderful.

ⓑ "LA ROSITA" (3:02) George Melachrino leads his string men through an equally beautiful number as they play an old Spanish standard. The arrangement is warm and polished.

## PEARL BAILEY

(Corol 60817; 9-60817)

ⓑ "TAKES TWO TO TANGO" (2:54) A terrific novelty number is given the type of reading that only Pearl Bailey can offer. With fitting instrumental backing by the Don Redman ork and a light moderate beat, Pearl might see this side happen.

ⓑ "LET THERE BE LOVE" (2:55) Another super styled treatment of a slow number this time is delivered by the lilting voiced chirp with the Redman ork getting a big check for its backing.

## STEVE LAWRENCE

(King 15199; 15199 x 45)

ⓑ "SUDDEN FEAR" (2:49) From the flick titled "Sudden Fear" comes this melody that Steve Lawrence sings so beautifully. His soft and feelingful reading of a lovely ballad is backed by the Dewey Bergman ork and a wonderful chorus. Number stands a good chance clicking.

ⓑ "ALWAYS LOVE ME" (3:09) The Bergman ork again dishes up some lush support for Steve's romantic presentation of a love ballad. The number has a pretty tune and appealing lyrics.

## THE GREAT ARTURO

(Mercury 5893; 5893 x 45)

ⓐ "JENNY DARLING" (2:47) Slow and soft romantic music sets the mood for the Great Arturo's delivery of a low voiced romantic conversation between a Continental type character with his sweetheart. Side is amusing and might make some noise.

ⓐ "THE RED ROSE WALTZ" (2:43) The lover leads his orchestra through a slow and light instrumental waltz number with a pretty melody that might draw some coin in the proper localities.

## THE CASH BOX DISK OF THE WEEK

"MY LOVE AND DEVOTION" (2:50)

"SWEETHEARTS HOLIDAY" (2:44)

PERRY COCO

(RCA Victor 20-4877; 47-4877)



PERRY COMO

● Another fine piece of wax work is dished up by Perry Como. Following his success on "Maybe" with Eddie Fisher, Perry takes a lovely ballad tagged "My Love And Devotion" for a solo flight. The number has a very strong set of lyrics and a most tender melody that the vocal star sings with a great deal of depth. The lush ork support comes from Mitchell Ayres and his boys. The lower lid is a light and happy side that Perry gives a sock reading to. Vocal support rounds out the side. The top side is the one to watch.

"MY LOVE AND DEVOTION" (2:50)

"MAKE IT SOON"

DORIS DAY

(Columbia 39817; 44-39817)



DORIS DAY

● Doris Day keeps her voice busy by turning out one beautiful song after another. Her warm and enchanting delivery of a slow ballad labeled, "My Love And Devotion," is a very impressive one. The thrush chirps the meaningful lyrics in a truly intense manner as some fine instrumental backing by Percy Faith and the capable ensemble lends a hand. The underside is a number with a Latin bounce effect that the chirp chants in her sweet and "come hither" voice. Both decks are attractive but we tend to lean a little to the top half.

"WHEN SWALLOWS SAY GOODBYE" (2:40)

"THE HOMING WALTZ" (2:40)

VERA LYNN

(London 1249; 45-1249)



VERA LYNN

● Vera Lynn, the wonderful English songstress who is sitting on top of the record world with her enchanting version of "Auf Wiederseh'n Sweetheart" makes her bid to remain there by coming up with another slow ballad. Vera gets the same wonderful support from the Sailors, Soldiers & Airmen of Her Majesty's Forces as she did on her last success. The side is called "When The Swallows Say Goodbye" and is a very persuasive reading. Flip is a slow and feelingful waltz tagged "The Homing Waltz" and features the same aggregation. Ork credits go to Roland Shaw. We like both but are a bit more thrilled by the top piece.

"MADEMOISELLE" (2:27)

"I DON'T KNOW ANY BETTER" (2:38)

EDDY HOWARD

(Mercury 5898; 5898 x 45)



EDDY HOWARD

● Many singers have enough trouble coming up with one good side, but Eddy Howard doesn't appear to have any difficulty in that respect. The warbler hits hard with two top flight sides. One end under the name of "Mademoiselle" is a slow and tender love song that Eddy gives a polished and stirring reading. A full and resounding choral group blends well with the songster. The bottom half is another slow and lushly presented ballad called "I Don't Know Any Better." Either or both sides stand a good chance of breaking for the heights of the lists.

## DOLORES HAWKINS & THE FOUR LADS

(Okeh 5903; 4-6903)

ⓑ "EACH TIME" (2:23) The touching voice of Dolores Hawkins stands out effectively as she chirps a slow and lovely ballad while the Four Lads harmonize softly and appealingly behind the thrush. Bill Davis' Trio offers the subdued ork backing.

ⓐ "RISIN' SUN" (2:25) Rhythm accompaniment backs Dolores and the Lads as they cruise through a pretty and slow beat number. Vocal effects by the boys are impressive.

## RENE HALL

(RCA Victor 20-4881; 47-4881)

ⓐ "LET'S TURN THE LIGHTS DOWN LOW" (2:55) A moderate tempo is the pace set by the ork to showcase Rene Hall's multiple voice rendition of an inviting number. The outstanding piano adds to the beauty of the side.

ⓐ "MUST I" (2:55) Rene dishes up another blues type number with a different presentation as the slow delivery gets some fine instrumental backing effects from a guitar.

## RAY SHAW & XAVIER CUGAT

(Mercury 5890; 5890 x 45)

ⓑ "THE WORLD IS MINE" (2:10) Ray Shaw's voice is wonderfully showcased by the smooth harmony of the Jack Halloran Choir and the Xavier Cugat Ork as he offers a full voiced rendition of a slow number with a Latin beat and a pretty melody.

ⓐ "TODAY, TOMORROW AND ALWAYS" (2:37) A slow ballad with fitting lyrics gets another fine going over by Shaw, Cugat and the Halloran Choir. The belting voice vocal is stylish.

## ALFRED NEWMAN ORCHESTRA

(Mercury 5887; 5887 x 45)

ⓐ "JAMAICAN RHUMBA" (2:49) The Hollywood Symphony Orchestra under the baton of Alfred Newman presents a lovely Latin beat item in fine fashion. The arrangement is wonderful.

ⓐ "BANJO & FIDDLE" (2:54) Mr. Newman and the aggregation dance through a light and flighty lush instrumental number with a most lovely and inviting tune. Number slows up at mid point.

## JOE SALVATORE

(Emerald 81118)

ⓐ "GYPSY CARAVAN" (2:49) A soft and slow ballad is warmly fashioned by Joe Salvatore as the Latin beat number gets a fully rounded instrumental from Al Lombardi's ork. Artist's voice fits well with the pretty tune.

ⓐ "MINE" (2:53) Joe warbles a soft and feelingful vocal dressed up with an inviting arrangement and the fitting backing of the Lombardi crew. Delivery is expressive.



JUKE BOX OPERATORS...

KNOCKING DOWN  
THE DOORS OF  
PALDA DISTRIBUTORS  
FOR THIS—



*Big One!*

The Voice That Has Taken Teen Age  
America by Storm...

DICK  
**LEE**

with Orchestra  
under direction  
of  
FRANK  
HUNTER

*Singing...*

"INFATUATION"  
*and*  
"ETERNALLY"

ESSEX RECORD 306

WRITE..WIRE..PHONE Your Nearest Distributor  
for Immediate Shipment

Manufactured and Distributed by

**PALDA RECORD CO.**

8406 LYONS AVE., PHILADELPHIA 42, PA.

THE RECORD COMPANY  
that gave you

"SIN" by THE FOUR ACES  
"HERE IN MY HEART" by AL MARTINO

*and NOW...*

America's Newest Singing Star!!



# RECORD REVIEWS

CA DISK & SLEEPER

CB EXCELLENT

CB VERY GOOD

CC GOOD

CC FAIR

CD MEDIOCRE

## JAN GARBOR ORCHESTRA (Capitol 2198; F-2198)

**C+** "YOU BELONG TO ME" (2:38)  
A number that is currently stirring up some fine results gets a fine going over by Jan Garbor's ork. Roy Cordell softly carols this slow number.

**C** "TOSSIN' AND TURNIN'" (2:41) Roy and the Trio harmonize enjoyably on a cute novelty item with a light bounce. The Idol of the Airlines ork gets credit for instrumental backing.

## JOE COSTA (RCA Victor 20-4865; 47-4865)

**B+** "ALL THE THINGS YOU ARE" (3:00) Joe Costa drives out a new and entirely different type version of the grand old Kern and Hammerstein tune. A girls chorus in the background adds color to the side. An effective change of pace at mid point fits well into the rendition.

**B** "THE WORLD IS A WOMAN" (3:15) A different type of opening introduces Joe's treatment of a slow number done with full voiced crying.

## PETER TODD ORCHESTRA (MGM 30640; K-30640)

**C+** "MEET MR. CALLAGHAN" (2:38) Another fine instrumental rendition of a novel tune with an inviting lilt is tossed into the ring. The bounce beat number done with strings has a good chance of getting its share when tune happens.

**C** "WHISTLEWOOD" (2:47) Here the Todd group comes forth with another novelty instrumental. This one also has a light effect and bounces along with tapping supported by a lush back.

## ART MOONEY ORCHESTRA (MGM 11306; K-11306)

**B** "HESITATION" (2:46) An interesting number interrupted by hesitations as the name indicates is the material on which Art Mooney's ork and the Cloverleafs combine. Jump piece has a catchy aire.

**C+** "YOU'RE THE ONE I CARE FOR" (2:47) Alan Foster's voice is fittingly showcased by the Cloverleafs and the Mooney ork on a slow and appealing number. Tender reading is polished.

## RAY CURA (Mercury 5888; 5888 x 45)

**B+** "MI BELLA MIA" (2:51) An inspired reading full of depth and color is projected by Ray Cura as he chants a lovely lush ballad with a tango tempo. The feelingful reading done in both English and Italian gets the grand backing of the Jimmy Carroll ork.

**B** "TELL ME YOU'RE IN LOVE" (2:48) Ray warbles some pretty lyrics set to the melody of the famous Chiribirin. Waltz beat number gets a fine reading and perfect backing again done by the Carroll men.

## THE CASH BOX SLEEPER OF THE WEEK

"I WENT TO YOUR WEDDING" (2:49)  
"YOU BELONG TO ME" (2:51)

PATTI PAGE  
(Mercury 5899; 5899 x 45)



PATTI PAGE

● If there is any Patti Page record that can outsell and overshadow her phenomenal waxing of "Tennessee Waltz" this is it. The singing rage and TV star lends her

most warm and expressive voice to run through a sad but ultra-beautiful love song entitled "I Went To Your Wedding." The sincerity and tenderness with which Patti caresses the words and melody is beyond compare. Her presentation of the folk flavored ballad is heart breaking as she describes her feelings while watching her sweetheart marry another girl. The number exhibits a perfect wedding of lyrics and melody. Jack Rael's ork provides the fitting backing. Flip is another lovely ballad read warmly by the thrush. "You Belong To Me" stands a good chance of getting loads of plays too. The Rael ork again deserves credit for its support. We just can't see how the top lid can miss hitting the best sellers.

## RAY HENRY ORCHESTRA (Dana 3087)

**C** "UP IN ARMS" (2:48) A rousing polka wonderfully done by Ray Henry and his ork makes for fine listening. This number could draw some coin if played in the proper locations.

**C** "PIZZACATO POLKA" (2:46)  
Some more of the same gay and happy polka material is presented by the Henry crew this time with fine string plucking effects adding to side.

## DEL WOOD (Tennessee 833)

**C+** "SHANTY TOWN" (2:46) From the same fingers of the gal who gave us the grand piano rendition of "Down Yonder" comes another rag time type solo. Del Wood's colorful rendition is added to by Mr. Goon's tapping with the bones.

**C+** "NOBODY'S SWEETHEART NOW" (2:40) Another grand oldie gets the Del Wood treatment with rhythm accompaniment helping to round out the side. Bouncy number is fine.

## HENRI RENE ORCHESTRA (RCA Victor 20-4886; 47-4886)

**B** "A MIGHTY PRETTY WALTZ" (2:22) A mighty pretty waltz is chirped in a most colorful manner by Lou Dinning as her fine reading gets vocal group backing and great ork support from Henri Rene and his lads.

**C+** "SINCE YOU WENT AWAY" (2:22) The thrush fashions another warm reading of a waltz item with the aid of a chorus again. Rene's musical backing is wonderful.

## RAY BLOCH ORCHESTRA (Coral 60815; 9-60815)

**C+** "SOME DAY" (3:09) Ray Bloch and his ork glide through a lush waltz tempo of an old number currently being revived. The fine backing sets off Ronnie Deauville's soft and caressing vocal to full advantage.

**C+** "WITH EVERY BREATH I TAKE" (2:57) Ronnie vocalizes once again in his hush and subdued style to make some fine listening out of a fine tune. Fay's superb backing is also outstanding.

## JOHN RAITT (Decca 28337; 9-28337)

**B** "THE SONG THE ANGELS SING" (2:48) John Raitt's powerful voice persuasively chants a slow number with a fine melody. Tune comes from the 3rd Movement of Brahms Symphony No. 3 and beautifully presented instrumentally by Camarata.

**C+** "BECAUSE YOU'RE MINE" (3:11) Another slow number from the same film "Because You're Mine," this time the title tune gets another full voiced and fine presentation. Number could happen when flick breaks.

## DICK TODD (Decca 28353; 9-28353)

**B** "YOU'RE MORE LIKE YOUR MOMMY EV'RY DAY" (2:33) A fine piece with touching lyrics comes forth vocally as done by Dick Todd. The slow number gets a warm and sincere backing from the voices of the Anita Kerr singers.

**B** "SOMEONE TO KISS YOUR TEARS AWAY" (2:48) Lush background by the Kerr warblers, a fine reading by Dick Todd once again, and a lovely melody adds up to one fine waxing on another sentimental touching number.

## NEAL HEFTI & FRANCES WAYNE (Coral 60816; 9-60816)

**B+** "JAMBALAYA" (2:44) Interesting and tricky lyrics of a Cajun folk song and a catchy melody are given a fine interpretation by Frances Wayne as bouncy number is instrumentally belted out by Neal Hefti and the ork.

**B** "TWO-FACED CLOCK" (2:51)  
A cute bouncer with cute lyrics gets a cute vocal from the cute Fran Wayne as the cute backing by the Hefti ork makes this one a cute side.

## XAVIER CUCAT ORCHESTRA (Mercury 5891; 5891 x 45)

**B** "SUN! SUN! BABAE" (2:45)  
A rhythmic samba beat with odd laughing chants opens a sock number with grand instrumental technique. Kyky chants the driving Spanish number with a great deal of zest. Band's vocal support adds to side also.

**C+** "OOOH!" (2:15) Another Latin item this time an instrumental to the beat of a mambo is belted out by Cugy and his boys. This number should draw hordes of coin where the mambo clique gathers.

## JUNE CHRISTY (Capitol 2199; F-2199)

**B** "BEI MIR BIST DU SHON" (2:41) Thrush June Christy lends her wonderful lilting voice to an all time great number with a light bounce. This fine listening material is backed by Pete Rugolo's ork.

**C+** "SOME FOLKS DO" (2:37)  
Junie bounces through another cutie that's pleasant on the ear as the enjoyable lyrics and gay aire to the tune makes it a fine side. Pete and the men deserve ork credits once again.

## THE CASH BOX BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

- |                                 |                            |                             |
|---------------------------------|----------------------------|-----------------------------|
| ★ "TAKES TWO TO TANGO".....     | Pearl Bailey.....          | Coral 60817; 9-60817        |
| ★ "MI BELLA MIA".....           | Ray Cura.....              | Mercury 5888; 5888 x 45     |
| ★ "JAMBALAYA".....              | Neal Hefti & Frances Wayne | Coral 60816; 9-60816        |
| ★ "ALL THE THINGS YOU ARE"..... | Joe Costa.....             | RCA Victor 20-4865; 47-4865 |
| ★ "SUDDEN FEAR".....            | Steve Lawrence.....        | King 15199; 15199 x 45      |



London gave you the zither hit, "The 3rd Man Theme",  
London now gives you the oboe-hammond organ smash,

*the haunting hit...*

**"MEET  
MR. CALLAGHAN"**

backed by "Intermezzo"

**The Harry Grove Trio**

**1248**

**45-1248**



*LONDON*  
**RECORDS**



# TODAY

## JUKE BOXES ENTERTAIN AMERICA'S MILLIONS OF PEOPLE'S WITH OVER 4,500,000,000 RECORD PLAYS PER YEAR

Talk about acceptance of a product and, most certainly, one of the highest ranking in public acceptance is the modern juke box.

America's juke boxes spin over 4,500,000,000 record plays each year.

Few, if any, products known to the nation, especially in the musical world, have attained such heights of acceptance from the peoples of this nation.

The figure of 4,500,000,000 is extremely conservative.

It is based on the national gross intake average of \$8.00 per week from the nation's 550,000 juke boxes and simply multiplied by 160 nickel plays (\$8.00) each week and by the 52 weeks of the year.

Most impressive, of course, is the fact that the nation's peoples, young and old, country man and city man, love to hear their favorite tunes, as well as all the newest and latest recordings, from the juke boxes so conveniently located to make this music possible on so economical a basis.

There are few, if any, gathering places of the people where there isn't a juke box merrily spinning record after record, day in and day out.

When the nation's music industry thinks of this tremendous figure of over four and one-half billions record plays per year, it gets some idea of the leadership which the juke box enjoys in the hearts of the nation's peoples.

Here, then, is the instrument that brings the latest and best tunes, the old and the new, the artists of yesterday and today as well as the up and coming youngsters, to the musical attention of America.

Whether it's a crowd of jitterbugs enjoying their acrobatic terpsichore, or whether it's a bunch of oldsters sitting about and listening to the tunes of their homeland, or whatever it is that people so enjoy in the music of yesterday and today, the juke box leads the way to furnishing that music most economically.

Never before in all music history have the artists had such a grand showcase.

Never before have the publishers of music, the recording manufacturers, the many, many others who go to make up the great American music industry, had such a national chain at their beck and call.

Someday there may be heard over 10,000,000,000 record plays per year when new music and new people bring about over 1,000,000 juke boxes on locations in the U.S.A.

It's a symphony of music that rises high above the nation, give it the life and color and tempo which makes this country outstanding.

The love of music, the love of economy, both combined in new and fascinating juke boxes the manufacturers of these automatic phonographs are presenting at this time, has stimulated the general public to a new and greater love and understanding of artistic achievements of so many who have made their life's work—music.

The nation's 550,000 juke boxes stand ready to help bring new artists to the top. To play the finer and better renditions of old and most loved tunes. To bring to those, who still love to relive their youth in far away lands the music they so nostalgically admire.

The juke box offers a great new and better way in the life equation of the nation.

The continuous sound of over 4,500,000,000 tunes each year must be somewhere recorded for posterity.

The juke box industry of the nation is the industry of people.

It is their acceptance of its music which has made it great.

It is their love for the economy and the fascination of the new and old tunes which have zoomed the industry to its present heights.

It will be this continued love of music which will make the automatic music industry of America ever greater and ever more glorified.



# ROUND THE WAX CIRCLE

## NEW YORK:

NEW YORK—June Valli has been signed as featured singer on the TV "Hit Parade" beginning in the Fall. . . . Dick Lee due for an MGM screen test in a couple of weeks. All the booking offices are dickering but according to Dave Miller, the singer's manager, it looks like the persuasiveness of Bobby Brenner at MCA has won out. . . . Ralph S. Peer, of Southern Music, in town from the Coast. Southern, by the way, has a big one in a tune called "It Wasn't God Who Made Honky Tonk Angels." Kitty Wells' version is the number one disk at Decca at the moment and this is the first female western record to happen in years. It's due to go pop any second. . . . Buddy Bash and Dick Gersh have signed Art Mooney for promotion. . . . Art Lowry, the new Columbia sensation, has played at such N. Y. class spots as the Stork Club, La Rue and the Havana Madrid, where Mitch Miller first heard him. . . . Elaine Bergman doing promotion for the new MRT label. . . . Sandy Solo on a dj tour covering the middle west with his new disk "I'm Through With Love" put out by Abbey. . . . Larry Douglas and Eileen Barton to be featured on the new Paul Whiteman show that replaces "Stop The Music" on Sunday night. . . . Ella Fitzgerald has cut "My Song" the new sensation from the Rhythm & Blues field. . . . Sunny Gale was present at the opening of the B & H Distributing Co. RCA Victor distrib in Harrisburg. . . . Royce Goodrich, new King Records artist, his manager Bob Armstrong, whom many will remember as the ex-musical director of WBEN in Buffalo, and Mac Clark, record flack, embark on a 16-state tour to promote Royce's new disk.



SUNNY GALE

the new Paul Whiteman show that replaces "Stop The Music" on Sunday night. . . . Ella Fitzgerald has cut "My Song" the new sensation from the Rhythm & Blues field. . . . Sunny Gale was present at the opening of the B & H Distributing Co. RCA Victor distrib in Harrisburg. . . . Royce Goodrich, new King Records artist, his manager Bob Armstrong, whom many will remember as the ex-musical director of WBEN in Buffalo, and Mac Clark, record flack, embark on a 16-state tour to promote Royce's new disk.

## CHICAGO:

CHICAGO—Lots of nice credit to Rocky Rolf of RCA-Victor as well as to his associate, Bob Nosset, for that grand, grand party for ork pilot Ralph Flanagan and his verra smooth moosic. Party held at the Edgewater Beach was clickeroo. Herb Hendler, publicity man for Flanagan, thrilled to the core by the big turnout. Seen here, there and all around the joint: Marty Hogan, Sam Evans, Bill Evans, Bill O'Connor, Fred Reynolds, Lloyd Webb, Mike Barg, Mal Bellairs, Frank Plath, and so many, many others. . . . Spike Jones flies us his latest diskeroo with his Country Cousins (weren't they gorgeous on that front cover of The Cash Box, hmm?) "Hot Lips" backed with "Hotter Than A Pistol." Should click mighty big with lots of Spike's fans 'round the nation. . . . Johnny and Ruth Desmond drop in to say "hello" and tell us that John's newest disk sounds like "it." But, even more thrilling, Desmo's on his way to Hollee-wood where they plan to screen-test the handsome devil for a biggie movie role. He'll be stoppin' at the Sunset Towers in ole Holleeewood. (We've got our fingers crossed for this very, very swell and handsome voice—John [The Desmo] Desmond). . . . Grandest story ever told. All about Chicago's own "Uncle Will" in this past week's Sunday Tribune (Graphic Section). Tells about "Uncle Will" Rossiter. Calls him the "Grand Old Man Of Tin Pan Alley." Whatta guy. Only 85 years old and lots younger than a helluvalot of you youngsters, buhlieve you me. . . . Don Roth of the Blackhawk advises "no more shows." . . . Howard Miller agrees: "Somethin' new should be added." . . . If Ray Cura did anything at all, he made two very nice gals, very, very, very happy, with his dinking of their tune, "Mi Bella Mia," which is startin' to kick around here and there. . . . Chick Kardale, at long last, lets us hear from him. . . . Royce Swain, DDS, of Omaha, is owner of that new label "Select." Has a couple disks that sound like they're gonna go places. Especially one in the jazz and blues dept. The guy writes great. The diskery is only a hobby. Wait'll you hear his music. He won on 'Songs For Sale.'



JOHNNY DESMOND

## LOS ANGELES:

LOS ANGELES—Back at his desk, a nice new big one, after returning from the NAMM show was Lew Chudd of Imperial Records. . . . Interesting to note, in view of reports from the East that many record companies found the proceedings rather quiet, Lew says he did business right there on the premises. . . . The Imperial topper's wife and children are due back from their extended New York vacash but Lew will be off again, this time on a tour of his Southern distribs, and with an eye to new recording talent. . . . The Imperial label is now one definitely to be reckoned with in the folk and hillbilly field, what with Slim Whitman's "Indian Love Call" and "China Doll" catching up in sales with his "Love Song of the Waterfall." . . . Slim, a 26-year old University of Florida graduate and perhaps the best educated folk artist in these year parts, will be jumping over from the "Louisiana Hayride" air show to Grand Ol' Opry come December 1.



SLIM WHITMAN

Had us a get-acquainted visit from Corky Lindgren, one of The Lancers, new vocal group on the Capitol label and appearing with Kay Starr in various personal engagements. . . . The very talented male quartet, whose own latest Capitol release is "Shenandoah Shuffle" and who can also be heard with Kay on "Kay's Lament" and "Fool, Fool, Fool," will open at the Flamingo Hotel in Las Vegas with Kay on September 4. . . . Lee Palmer of Mercury Distribs working on a novelty that, as he says, "is going to be the greatest yet or. . . ." Name of the tune is "Jenny Darling," and it's nothing but gibberish lyrically from the opening bar to the final sillybale. . . . Idea of the disc, which was previewed on Pete Potter's Platter Parade, is for the customers to send in a set of lyrics, and the winner wins just what we don't know.

Mary Solle of Leuenhagen's Record Bar pretty proud of her powers of prognostication since the Bing Crosby-Grady Martin biscuit, "Till the End of the World," turned out to be something special. . . . Mary called the turn on his one first time she heard it. . . . Mary also noted that "Blue Tango" still has plenty of spins in it, what with the Maxwell Davis disc on Aladdin starting the hit off all over again.

America's Fastest Selling Records

DECCA

"BEST BETS"

Place these fast-moving numbers now... Selections based on actual sales.

POSITION THIS WEEK

1.	WALKIN' TO MISSOURI ABSENCE MAKES THE HEART GROW FONDER (For Somebody Else)	Russ Morgan	28351*
2.	YOU LIKE? SUNSHOWERS	Guy Lombardo	28352*
3.	TWO-FACED CLOCK JAMBALAYA (On The Bayou)	Rex Allen with Nashville Dixielanders	28341*
4.	ADIOS CARMEN'S BOOGIE	Andrews Sisters	28342*
5.	WAITING IN THE LOBBY OF YOUR HEART TOO OLD TO CUT THE MUSTARD	Dick Todd and Grady Martin	28314*
6.	ALL OF ME THERE GOES MY HEART	Louis Jordan	28335*
7.	ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ	Bernie Roberts	28331*
8.	SYMPHONY POINCIANA (Song Of The Tree)	Bing Crosby Bing Crosby with John Scott Trotter	28303*
9.	A MIGHTY PRETTY WALTZ PIKE COUNTY BREAKDOWN	Bill Monroe	28356*
10.	DING-DONG BOOGIE PREVIEW	Ella Fitzgerald, with Sy Oliver Ella Fitzgerald	28321*
11.	BECAUSE YOU'RE MINE THE SONG ANGELS SING	John Raitt and Music by Camarata	28337*
12.	DELICADO POINCIANA (Song Of The Tree)	Ethel Smith	28304*
13.	STRIKE UP THE POLKA BAND—POLKA STELLA WALTZ	Eddie Haba	28340*
14.	SORRY YOU SAID GOODBYE A BUNDLE FROM HEAVEN	Bill Kenny of The Ink Spots	28289*
15.	PRETTY GIRL MY NAME IS MORGAN BUT IT AIN'T J.P.	Don Cherry	28292*

\*Also available in 45 RPM (add prefix '9.' to record number)

A MIGHTY PRETTY WALTZ

by JERI SOUTHERN with WHEN I FALL IN LOVE

by BILL MONROE with PIKE COUNTY BREAKDOWN

DECCA 28224 (78 rpm) and 9-28224 (45 rpm)

DECCA 28356 (78 rpm) and 9-28356 (45 rpm)

POP!

DECCA RECORDS

COUNTRY!



THE GREATEST !!!

COLUMBIA  
RECORDS

for music that sends them to you!

(78) 39839  
(45) 4-39839with  
**PAUL WESTON**  
and his ORCH.and the  
**NORMAN LUBOFF Choir**

(ON THE BAYOU)

**JO STAFFORD**

by

## THE CASH BOX

Disk Jockeys'  
REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending August 16 without any changes on the part of THE CASH BOX.

- Roger Clark**  
WNOR—Norfolk, Va.
1. I'm Glad There Is You (Peggy Lee)
  2. Auf Wiederseh'n Sweetheart (Vera Lynn)
  3. Rosanne (Vic Damone)
  4. Wish You Were Here (Eddie Fisher)
  5. I Don't Want To Take A Chance (Eddy Howard)
  6. Have Good Time (T. Bennett)
  7. Kay's Lament (Kay Starr)
  8. Zing A Little Zong (Crosby-Wyman)
  9. Just One Of Those Things (Lee-Jenkins)
  10. Luna Rossa (Tony Martin)

- Dick Coleman**  
WCBM—Baltimore, Md.
1. Botch-A-Me (R. Clooney)
  2. Here In My Heart (Al Martino)
  3. I'm Yours (Eddie Fisher)
  4. Somewhere Along The Way (Nat "King" Cole)
  5. Lover (Lee-Jenkins)
  6. Maybe (Como-Fisher)
  7. Walkin' My Baby Back Home (Johnnie Ray)
  8. You Belong To Me (Jo Stafford)
  9. Wish You Were Here (Eddie Fisher)
  10. Take My Heart (Vic Damone)

- Red Munro**  
WTMA—Charleston, S. C.
1. Auf Wiederseh'n Sweetheart (Vera Lynn)
  2. Here In My Heart (Al Martino)
  3. Kiss Of Fire (Georgia Gibbs)
  4. Walkin' My Baby Back Home (Nat "King" Cole)
  5. I'm Yours (Don Cornell)
  6. Delicado (Percy Faith)
  7. Half As Much (R. Clooney)
  8. Lover (Lee-Jenkins)
  9. Maybe (Como-Fisher)
  10. Jamaican Rhumba (Percy Faith)

- Rod Loudon**  
KPOJ—Portland, Ore.
1. Half As Much (Rosemary Clooney)
  2. Auf Wiederseh'n Sweetheart (Vera Lynn)
  3. Delicado (Percy Faith)
  4. Lover (Lee-Jenkins)
  5. Maybe (Como-Fisher)
  6. I'm Yours (Don Cornell)
  7. I'll Walk Alone (Jane Froman)
  8. High Noon (Frankie Laine)
  9. Walkin' My Baby Back Home (Johnnie Ray)
  10. Botch-A-Me (Rosemary Clooney)

- Lou Barile**  
WKAL—Rome, N. Y.
1. Here In My Heart (Al Martino)
  2. I'm Yours (Eddie Fisher)
  3. Botch-A-Me (Rosemary Clooney)
  4. Wish You Were Here (Eddie Fisher)
  5. A Sinner Am I (Johnnie Ray)
  6. Auf Wiederseh'n Sweetheart (Eddy Howard)
  7. You Belong To Me (Jo Stafford)
  8. So Madly In Love (Georgia Gibbs)
  9. Watermelon Weather (Como-Fisher)
  10. Take My Heart (Toni Arden)

- Don McLeod**  
WJBK—Detroit, Mich.
1. This Is The Beginning Of The End (Don Cornell)
  2. Vanessa (Hugo Winterhalter)
  3. Somewhere Along The Way (Nat "King" Cole)
  4. Strange Sensation (June Valli)
  5. Kay's Lament (Kay Starr)
  6. Have A Good Time (Tany Bennett)
  7. Botch-A-Me (Rosemary Clooney)
  8. Auf Wiederseh'n Sweetheart (Vera Lynn)
  9. Azure-Te (Frank Sinatra)
  10. Half As Much (Rosemary Clooney)

- Ed Bartell**  
KQV—Pittsburgh, Penna.
1. Here In My Heart (Al Martino)
  2. Auf Wiederseh'n Sweetheart (Champ Butler)
  3. Smoke Rings (Paul-Ford)
  4. I'm Yours (Eddie Fisher)
  5. I'll Walk Alone (Don Cornell)
  6. Lonely Wine (Bill Darnell)
  7. High Noon (Frankie Laine)
  8. After You've Gone (B. Allen)
  9. The Mask Is Off (B. Costa)
  10. I'm Through With Love (Sandy Solo)

- Marty Hogan**  
WCFL—Chicago, Ill.
1. Auf Wiederseh'n Sweetheart (Eddy Howard)
  2. Lover (Lee-Jenkins)
  3. Half As Much (R. Clooney)
  4. Walkin' My Baby Back Home (Dean Martin)
  5. You Belong To Me (Joni James)
  6. Tennessee Newsboy (Frank Sinatra)
  7. I May Hate Myself In The Morning (Steve Gibson)
  8. Mighty Pretty Waltz (Jeri Southern)
  9. Am I In Love (Hope-Russell)
  10. Easy Street (Billy May)

- Bill Anson**  
KFWB—Hollywood, Calif.
1. Somewhere Along The Way (Nat "King" Cole)
  2. Win Or Lose (Four Knights)
  3. Kay's Lament (Kay Starr)
  4. I Would Rather Look At You (Gloria Hart)
  5. Smoke Rings (Paul-Ford)
  6. Wish You Were Here (Eddie Fisher)
  7. Auf Wiederseh'n Sweetheart (Vera Lynn)
  8. Lover (Lee-Jenkins)
  9. Take My Heart (Al Martino)
  10. Walkin' My Baby Back Home (Johnnie Ray)

- Buddy Deane**  
WITH—Baltimore, Md.
1. Here In My Heart (Al Martino)
  2. High Noon (Frankie Laine)
  3. Kiss Of Fire (Georgia Gibbs)
  4. Rock Of Gibraltar (F. Laine)
  5. Luna Rossa (Frank Sinatra)
  6. Blue Tango (Leroy Anderson)
  7. Vanessa (Hugo Winterhalter)
  8. Somewhere Along The Way (Nat "King" Cole)
  9. Auf Wiederseh'n Sweetheart (Vera Lynn)
  10. I May Hate Myself In The Morning (Bette McLaurin)

- Joe Deane**  
WHEC—Rochester, N. Y.
1. Botch-A-Me (Rosemary Clooney)
  2. Auf Wiederseh'n Sweetheart (Vera Lynn)
  3. I'm Yours (Don Cornell)
  4. Should I (Four Aces)
  5. Delicado (Percy Faith)
  6. This Is The Beginning Of The End (Don Cornell)
  7. Meet Mr. Callaghan (Harry Grove Trio)
  8. Jump In Line (Woody Herman)
  9. Blue Tango (Leroy Anderson)
  10. Poinciana (Steve Lawrence)

- Len Stevens**  
WHAT—Philadelphia, Penna.
1. Auf Wiederseh'n Sweetheart (Vera Lynn)
  2. You Belong To Me (Joni James)
  3. Wish You Were Here (Eddie Fisher)
  4. Vanessa (Hugo Winterhalter)
  5. Strange Sensation (Billy Eckstine)
  6. Doodletown Fifers (Sauter-Finegan)
  7. Can't Get Out Of This Mood (Jane Froman)
  8. Jamaican Rhumba (Percy Faith)
  9. Feet Up (Guy Mitchell)
  10. Isn't This A Night For Love (Bob Eberly)

- Tal Hood**  
WFGM—Fitchburg, Mass.
1. Auf Wiederseh'n Sweetheart (Vera Lynn)
  2. Rock Of Gibraltar (Frankie Laine)
  3. Botch-A-Me (Rosemary Clooney)
  4. Indian Love Call (Four Horsemen)
  5. You Belong To Me (Jo Stafford)
  6. Wish You Were Here (Eddie Fisher)
  7. Luna Rossa (Alan Dean)
  8. String Along (Ames Brothers)
  9. Feet Up (Guy Mitchell)
  10. Should I (Four Aces)

- Bill Bennett**  
WPTR—Albany, N. Y.
1. Auf Wiederseh'n Sweetheart (Vera Lynn)
  2. Here In My Heart (Al Martino)
  3. High Noon (Bill Hayes)
  4. Kiss Of Fire (Georgia Gibbs)
  5. I'm Yours (Eddie Fisher)
  6. Botch-A-Me (R. Clooney)
  7. Smoke Rings (Paul-Ford)
  8. Blue Tango (Leroy Anderson)
  9. It's All In The Game (Betty Clooney)
  10. Give Me Time (Johnnie Ray)

- Paul Flanagan**  
WTRY—Troy, N. Y.
1. High Noon (Bill Hayes)
  2. Auf Wiederseh'n Sweetheart (Vera Lynn)
  3. Maybe (Como-Fisher)
  4. Rock Of Gibraltar (Frankie Laine)
  5. Botch-A-Me (R. Clooney)
  6. Delicado (Percy Faith)
  7. Zing A Little Zong (Crosby-Wyman)
  8. Indian Love Call (Slim Whitman)
  9. Wish You Were Here (Eddie Fisher)
  10. Somewhere Along The Way (Nat "King" Cole)

- Jim Brokaw**  
WCOP—Boston, Mass.
1. Indian Love Call (Slim Whitman)
  2. Auf Wiederseh'n Sweetheart (Vera Lynn)
  3. Half As Much (R. Clooney)
  4. Delicado (Percy Faith)
  5. Walkin' My Baby Back Home (Johnnie Ray)
  6. Maybe (Como-Fisher)
  7. Here In My Heart (Al Martino)
  8. Somewhere Along The Way (Nat "King" Cole)
  9. Poinciana (Bing Crosby)
  10. Vanessa (Hugo Winterhalter)

- Bill Reynolds**  
WSTC—Stamford, Conn.
1. Take My Heart (Dennis Day)
  2. Somewhere Along The Way (Nat "King" Cole)
  3. The Hand Of Fate (E. Fisher)
  4. Lonely Wine (Bill Darnell)
  5. Everything You Said Came True (Mary Small)
  6. Adios (Gisele MacKenzie)
  7. Maybe (Como-Fisher)
  8. I'm Through With Love (Sandy Solo)
  9. Rain (Sauter-Finegan)
  10. Zing A Little Zong (Helen O'Connell)

- Paul E. X. Brown**  
WERD—Atlanta, Georgia
1. Kiss Of Fire (Billy Eckstine)
  2. Botch-A-Me (Rosemary Clooney)
  3. Auf Wiederseh'n Sweetheart (Vera Lynn)
  4. Delicado (Percy Faith)
  5. Walkin' My Baby Back Home (Nat "King" Cole)
  6. Blue Tango (Leroy Anderson)
  7. I'm Yours (Don Cornell)
  8. Sorry You Said Goodbye (Bill Kenny)
  9. West Of The Mountains (Dinah Shore)
  10. Laura (Erroll Garner)

- Larry Wilson**  
WNOE—New Orleans, La.
1. High Noon (Frankie Laine)
  2. Botch-A-Me (Rosemary Clooney)
  3. What Is This Thing Called Love (Fran Warren)
  4. Auf Wiederseh'n Sweetheart (Vera Lynn)
  5. Easy To Say (Tammy Edwards)
  6. Wish You Were Here (Eddie Fisher)
  7. So Madly In Love (June Valli)
  8. Zing A Little Zong (Crosby-Wyman)
  9. In The Good Old Summertime (Paul-Ford)
  10. Once In A While (Patti Page)

- Ed Perry**  
KFRE—Fresno, Calif.
1. Delicado (Percy Faith)
  2. Auf Wiederseh'n Sweetheart (Vera Lynn)
  3. Here In My Heart (Al Martino)
  4. Half As Much (Rosemary Clooney)
  5. Lover (Lee-Jenkins)
  6. Somewhere Along The Way (Nat "King" Cole)
  7. Kiss Of Fire (Georgia Gibbs)
  8. Walkin' My Baby Back Home (Johnnie Ray)
  9. Too Old To Cut The Mustard (Clooney-Dietrich)
  10. String Along (Ames Brothers)

- Sid Dickler**  
WMCK—Pittsburgh, Pa.
1. Once In A While (Patti Page)
  2. Half As Much (R. Clooney)
  3. Maybe (Como-Fisher)
  4. Somewhere Along The Way (Nat "King" Cole)
  5. Rosanne (Vic Damone)
  6. The Balboa (Ralph Flanagan)
  7. Easy Street (Billy May)
  8. Sugarbush (Laine-Day)
  9. I Laughed At Love (Sunny Gale)
  10. I'm Yours (Don Cornell)



# THE CASH BOX

## Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending August 16 without any changes on the part of THE CASH BOX.

### Jay McMaster

WMEX—Boston, Mass.

1. Wish You Were Here (Eddie Fisher)
2. Auf Wiederseh'n Sweetheart (Vera Lynn)
3. Luna Rossa (Alan Dean)
4. Why Did You Leave Me (Perry Como)
5. Somewhere Along The Way (Nat "King" Cole)
6. The Hand Of Fate (E. Fisher)
7. Should I (Four Aces)
8. Indian Love Call (Slim Whitman)
9. Strange Sensation (June Valli)
10. Poinciana (Steve Lawrence)

### Clare Linn

WKMH—Dearborn, Mich.

1. Auf Wiederseh'n Sweetheart (Vera Lynn)
2. Kay's Lament (Kay Starr)
3. Rock Of Gibraltar (Frankie Laine)
4. Botch-A-Me (R. Clooney)
5. Have A Good Time (Tony Bennett)
6. Wish You Were Here (Eddie Fisher)
7. Should I (Four Aces)
8. Strange Sensation (June Valli)
9. Balboa (Ralph Flanagan)
10. You Like (Eileen Barton)

### Bob Murphy

WGSN—Huntington, L. I.

1. Auf Wiederseh'n Sweetheart (Vera Lynn)
2. Here In My Heart (Al Martino)
3. Delicado (Percy Faith)
4. Lover (Lee-Jenkins)
5. Kiss Of Fire (Georgia Gibbs)
6. Botch-A-Me (R. Clooney)
7. Half As Much (Rosemary Clooney)
8. Walkin' My Baby Back Home (Johnnie Ray)
9. I'm Yours (Don Cornell)
10. Maybe (Como-Fisher)

### Bill Hyden

KRMG—Tulsa, Okla.

1. Here In My Heart (Al Martino)
2. Half As Much (Rosemary Clooney)
3. Auf Wiederseh'n Sweetheart (Vera Lynn)
4. I'm Yours (Eddie Fisher)
5. Somewhere Along The Way (Nat "King" Cole)
6. Delicado (Percy Faith)
7. Maybe (Como-Fisher)
8. Wish You Were Here (Eddie Fisher)
9. Vanessa (Hugo Winterhalter)
10. Fool, Fool, Fool (Kay Starr)

### Bud Brees

WPEN—Philadelphia, Pa.

1. Wish You Were Here (Eddie Fisher)
2. Auf Wiederseh'n Sweetheart (Vera Lynn)
3. A Mighty Pretty Waltz (Jeri Southern)
4. You Belong To Me (Joni James)
5. Vanessa (Hugo Winterhalter)
6. I Would Rather Look At You (Gloria Hart)
7. Luna Rossa (Alan Dean)
8. A Sinner Am I (Johnnie Ray)
9. Zing A Little Zong (Crosby-Wyman)
10. Half As Much (Rosemary Clooney)

### Ira Cook

KECA & KMPC—Ho'u'd, Cal.

1. Auf Wiederseh'n Sweetheart (Vera Lynn)
2. Botch-A-Me (Rosemary Clooney)
3. Lover (Lee-Jenkins)
4. Strange Sensation (June Valli)
5. Here In My Heart (Al Martino)
6. Somewhere Along The Way (Nat "King" Cole)
7. Delicado (Percy Faith)
8. Scatterbrain (Ray Anthony)
9. Vanessa (Hugo Winterhalter)
10. Wish You Were Here (Eddie Fisher)

### David Walshak

KCTI—Gonzales, Texas

1. Auf Wiederseh'n Sweetheart (Lynn & Howard)
2. Half As Much (R. Clooney)
3. Walkin' My Baby Back Home (Johnnie Ray)
4. Kiss Of Fire (Georgia Gibbs)
5. Here In My Heart (Vic Damone)
6. Delicado (Percy Faith)
7. Once In A While (Patti Page)
8. Maybe (Como-Fisher)
9. I'm Yours (Don Cornell)
10. Blue Tango (Leroy Anderson)

### Eddie Gallaher

WTOP—Washington, D. C.

1. Auf Wiederseh'n Sweetheart (Vera Lynn)
2. Half As Much (Rosemary Clooney)
3. Blue Tango (Leroy Anderson)
4. Walkin' My Baby Back Home (Johnnie Ray)
5. Botch-A-Me (R. Clooney)
6. I'm Yours (Eddie Fisher)
7. Somewhere Along The Way (Nat "King" Cole)
8. Kiss Of Fire (Georgia Gibbs)
9. Here In My Heart (Al Martino)
10. Wish You Were Here (Eddie Fisher)

### Bob Perry

WLAW—Boston, Mass.

1. You Belong To Me (Jo Stafford)
2. Wish You Were Here (Eddie Fisher)
3. Auf Wiederseh'n Sweetheart (Vera Lynn)
4. Maybe (Como-Fisher)
5. Delicado (Percy Faith)
6. Once In A While (Patti Page)
7. Vanessa (Hugo Winterhalter)
8. I Don't Want To Take A Chance (Eddy Howard)
9. Rock Of Gibraltar (F. Laine)
10. Walkin' My Baby Back Home (Johnnie Ray)

### Art Tacker

WCRB—Waltham, Mass.

1. Vanessa (David Rose)
2. Delicado (Percy Faith)
3. Wish You Were Here (Eddie Fisher)
4. Lover (Lee-Jenkins)
5. Once In A While (P. Page)
6. Luna Rossa (Alan Dean)
7. Auf Wiederseh'n Sweetheart (Eddy Howard)
8. Should I (Four Aces)
9. You'll Never Be Mine (Guy Mitchell)
10. Strange Sensation (June Valli)

### Bill Silbert

WABD-TV—New York, N. Y.

1. Somewhere Along The Way (Nat "King" Cole)
2. Auf Wiederseh'n Sweetheart (Vera Lynn)
3. This Is The Beginning Of The End (Don Cornell)
4. Luna Rossa (Alan Dean)
5. Vanessa (Hugo Winterhalter)
6. Botch-A-Me (Rosemary Clooney)
7. My Thrill (Alan Dale)
8. Faith (Vaughn Monroe)
9. Feet Up (Guy Mitchell)
10. You Could Make Me Smile Again (Tony Bennett)

### Gene Whitaker

WREV—Riedsville, N. C.

1. Here In My Heart (Al Martino)
2. Kiss Of Fire (Georgia Gibbs)
3. Auf Wiederseh'n Sweetheart (Eddy Howard)
4. Walkin' My Baby Back Home (Johnnie Ray)
5. I'm Glad There Is You (Peggy Lee)
6. Half As Much (Rosemary Clooney)
7. Somewhere Along The Way (Nat "King" Cole)
8. Scatterbrain (Ray Anthony)
9. Where Did The Night Go (Tony Martin)
10. Wish You Were Here (Fran Warren)

### Bob Corley

WQXI—Atlanta, Ga.

1. Here In My Heart (Al Martino)
2. Auf Wiederseh'n Sweetheart (Ames Brothers)
3. Delicado (Percy Faith)
4. Kiss Of Fire (Georgia Gibbs)
5. Half As Much (Rosemary Clooney)
6. I'm Yours (Eddie Fisher)
7. Walkin' My Baby Back Home (Johnnie Ray)
8. Vanessa (Hugo Winterhalter)
9. Walkin' To Missouri (Russ Morgan)
10. Blue Tango (Tony Bavaar)

### Maurice Hart

RFWB—Hollywood, Calif.

1. Half As Much (Rosemary Clooney)
2. Walkin' My Baby Back Home (Johnnie Ray)
3. Take My Heart (Vic Damone)
4. Lover (Lee-Jenkins)
5. Somewhere Along The Way (Nat "King" Cole)
6. Scatterbrain (Ray Anthony)
7. High Noon (Frankie Laine)
8. Adios (Gisele MacKenzie)
9. Kiss Of Fire (Tony Martin)
10. My Thrill (Alan Dale)

### Johnny Pearson

KOWH—Omaha, Neb.

1. Walkin' To Missouri (Sammy Kaye)
2. Auf Wiederseh'n Sweetheart (Vera Lynn)
3. Half As Much (R. Clooney)
4. Walkin' My Baby Back Home (Nat "King" Cole)
5. Take My Heart (Al Martino)
6. Botch-A-Me (Rosemary Clooney)
7. In The Good Old Summertime (Paul-Ford)
8. Lover (Lee-Jenkins)
9. Zing A Little Zong (Crosby-Wyman)
10. Should I (Four Aces)

### Leigh Kamman

WOV—New York, N. Y.

1. Doodletown Filters (Sauter-Finegan)
2. Street Of Dreams (Sarah Vaughan)
3. Auf Wiederseh'n Sweetheart (Vera Lynn)
4. Prevue (Ella Fitzgerald)
5. Love Me Or Leave Me (Billy May)
6. Lover (Lee-Jenkins)
7. Rosanne (Vic Damone)
8. Azure-Te (Louis Jordan)
9. Espanharlem (R. Flanagan)
10. Nobody Knows The Trouble I've Seen (Tommy Dorsey)

### John Gale

WINN—Louisville, Ky.

1. Take My Heart (Al Martino)
2. Wish You Were Here (Eddie Fisher)
3. You Belong To Me (Jo Stafford)
4. Luna Rossa (Frank Sinatra)
5. Strange Sensation (Eckstine)
6. Auf Wiederseh'n Sweetheart (Eddy Howard)
7. Lover (Lee-Jenkins)
8. Kiss Of Fire (Georgia Gibbs)
9. Somewhere Along The Way (Nat "King" Cole)
10. Eternally (Dick Lee)

### Gene Davis

WDOK—Cleveland, Ohio

1. Luna Rossa (Alan Dean)
2. Auf Wiederseh'n Sweetheart (Vera Lynn)
3. Kay's Lament (Kay Starr)
4. High Noon (Bill Hayes)
5. Mighty Pretty Waltz (Jeri Southern)
6. Half As Much (Rosemary Clooney)
7. Somewhere Along The Way (Nat "King" Cole)
8. Mine And Mine Alone (Steve Lawrence)
9. Trying (Hilltoppers)
10. Balboa (Ralph Flanagan)

### Larry Gentile

WJBK—Detroit, Mich.

1. Strange Sensation (June Valli)
2. Auf Wiederseh'n Sweetheart (Vera Lynn)
3. Half As Much (Rosemary Clooney)
4. Rock Of Gibraltar (Frankie Laine)
5. Wish You Were Here (Fran Warren)
6. Sugarbush (Day-Laine)
7. Botch-A-Me (Rosemary Clooney)
8. Why Did You Leave Me (Perry Como)
9. Trying (Hilltoppers)
10. Long Ago Last Night (Joe Maaney)

### Howard Miller

WIND—Chicago, Ill.

1. Botch-A-Me (Rosemary Clooney)
2. Auf Wiederseh'n Sweetheart (Vera Lynn)
3. Somewhere Along The Way (Nat "King" Cole)
4. I'm Sorry (Bobby Wayne)
5. Half As Much (Rosemary Clooney)
6. High Noon (Frankie Laine)
7. Carioca (Paul-Ford)
8. When I Fall In Love (Doris Day)
9. Should I (Four Aces)
10. Strang Along (Ames Brothers)

### Donn Tibbetts

WKXL—Concord, N. H.

1. Maybe (Como-Fisher)
2. Half As Much (Rosemary Clooney)
3. Possess Me (Tony Bavaar)
4. Vanessa (Hugo Winterhalter)
5. Got You On My Mind (Buddy Morrow)
6. This Is The Beginning Of The End (Don Cornell)
7. High Noon (Frankie Laine)
8. Once In A While (Patti Page)
9. Luna Rossa (Alan Dean)
10. Balboa (Ralph Flanagan)



Les Paul  
&  
Mary Ford

"MEET MR  
CALLAGHAN"  
(INSTRUMENTAL)

and  
"TAKE ME IN  
YOUR ARMS"  
(AND HOLD ME)  
(VOCAL BY-MARY FORD  
RECORD # 2193)





**Announcing "The Cash Box"**  
**MOA SPECIAL**  
(MUSIC OPERATORS OF AMERICA)  
issue

**YOUR ADVERTISING MESSAGE  
WILL REACH ALL OF THE NATION'S  
JUKE BOX OPERATORS**

**Dated: SEPTEMBER 13**

**GOES TO : THURS. SEPTEMBER 4**  
**PRESS :**

This Most Important Issue of "The Cash Box" Will Be Distributed At The MOA Convention In Chicago . . . and Mailed To Music Operators Thruout The Nation.

**SEND IN YOUR AD NOW!**

**THE CASH BOX, 26 West 47th Street, New York 36, N. Y.**



# The HALE You Say

A black and white portrait of a man with dark hair, wearing a dark suit jacket, a white shirt, and a dark bow tie. He is looking slightly to the right of the camera with a subtle smile. The background is a mottled, light-colored studio backdrop.



MGM-11266 (78 RPM)  
K-11269 (45 RPM)



# Will Rossiter To Be Honored At Chicagoland Music Festival

On the night of 23rd of August, 1952, the Chicago Tribune will hold its 23rd annual Chicagoland Music Festival on Soldiers' Field and the principal guest of honor will be one of the celebrated fathers of popular song, Will Rossiter.

To rate such an honor and deserve the ovation that "Uncle Will" is going to receive is one of the greatest tributes to any song writer and publisher. And heaven knows Will rates it. Will Rossiter, is the most famous survivor of the great tribe of ballad composers and song publishers who flourished in this country before ragtime, jazz, swing, be-bop or many other ways of delivering tunes were added to the art of minstrelsy.

Will came to this country in 1881 and worked at odd jobs until one night after a hard day's work, the English lad got a chance to see the famous singing actor William J. Scanlon at the Hooley theatre. He was thrilled by the lovely music and was stirred by the ambition to write a song in the same vein as the ones which Scanlon sang. And he did just that. He sent his first born melody, "Sweet Nellie Bawn," written under the pen name of W. R. Williams to as many publishers as he could contact. Every publisher returned it with regrets and without compliments. So, after asking a few questions about costs and methods in the sheet music biz, Will decided to publish the piece himself. He got Haverly's Mastadon Minstrels, who were then appearing on Wabash Avenue, to do the number. It became a fixture on the Mastadon's bill for the rest of their engagement, and the Will Rossiter Publishing Co. was created. Within a few weeks Will was receiving hundreds of songs from amateurs. Unlike other publishers at the time, Rossiter gave close attention to every manuscript.

And so the years of a remarkable career began to roll along. He went on to do many firsts: He was the first to sing his own songs in retail stores. He was first to issue cheap song books. He began the practice of adorning orchestra music with stylish covers.

His greatest coup in plugging was a masquerade that made him the only male singer to appear at Tony Pastor's music hall in New York for six consecutive weeks and the only plugger to receive a salary for plugging his own songs. In 1898 the well established Will Rossiter sent a letter of introduction to Tony Pastor introducing a composer-singer named W. R. Williams. Pastor greeted Williams in a full hearted manner out of respect to Rossiter, the publisher which he had never seen. He was an instant success at the music hall and added two more firsts to his long chain. Rossiter was recognized by his friends from Chicago but the word was passed up and down Tin Pan Alley: "Don't Tell Tony."

Since those days, Williams-Rossiter has written, "I'd Love To Live In Loveland," "The Old Buggie Ride," "The Candy Kid" and loads of other lovely melodies. He penned his name on 500 songs and published thousands by other composers. As a publisher Will Rossiter was quite up to the minute in 1910. In that year he printed a song that has come to be regarded as a milestone in the history of ragtime music. Titled "Some Of These Days" it went on to become Sophie Tucker's perpetual theme song. Another pat on the back to Rossiter was "Darktown Strutters Ball" which Shelton Brooks also wrote.

No, there's no doubt about it. If anyone deserves to be honored at the Chicagoland Music Festival, Will Rossiter alias W. R. Williams is the man.

## NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS

Every Week In

## THE CASH BOX

ALL FOR ONLY \$15. PER YEAR

(52 ISSUES)

THE CASH BOX  
26 West 47th Street  
New York 19, N. Y.

Please enter our subscription for 1 year (52 issues) at \$15. Enclosed Our  
Check ☐ Please Send Us A Bill ☐

FIRM NAME .....

ADDRESS .....

CITY.....ZONE.....STATE.....

Individual's Name .....

## THE CASH BOX

## DISC HITS BOX SCORE

# The Nation's TOP 50

Comprising  
100  
Selections

AL—Aladdin  
AP—Apollo  
AT—Atlantic  
BU—Bullet  
CA—Capitol  
CH—Chess  
CO—Columbia

CR—Coral  
DA—Dana  
DE—Decca  
DY—Derby  
FE—Federal  
4 Star—Four Star  
IN—Intro

JU—Jubilee  
KI—King  
LO—London  
ME—Mercury  
MG—MGM  
MO—Modern  
NA—National

OR—Oriole  
PE—Peacock  
PR—Prestige  
RA—Rainbow  
RE—Regent  
SA—Savoy  
SE—Seger

SIT—Sittin' In  
SP—Specialty  
SW—Swingtime  
TE—Tempo  
TN—Tennessee  
UN—United  
VI—Victor

Aug. 23 Aug. 16

### 1—Auf Wiederseh'n Sweetheart

108.9 114.8

CA-2143 (F-2143)—LES BAXTER  
Padam ... Padam ...  
CA-2166 (F-2166)—SHARKEY  
CO-39776 (4-39776)—CHAMP BUTLER  
Padam, Padam  
CO-39809 (4-39809)—KEN GRIFFIN  
Half As Much  
CR-60773 (9-60773)—AMES BROTHERS  
Break The Bands That Bind Me  
DE-28271 (9-28271)—GUY LOMBARDO O.  
Half As Much  
LO-1227 (45-1227)—VERA LYNN  
Parting Song  
ME-5871 (5871x45)—EDDY HOWARD  
I Don't Want To Take A Chance  
MG-11278 (K-11278)—DE MARCO SISTERS  
Watermelon Weather  
VI-20-4777 (47-4777)—BILLY SHEPARD O.  
The Mask Is Off

### 2—Half As Much

77.9 62.5

CO-39710 (4-39710)—ROSEMARY CLOONEY  
Poor Whip-Poor-Will  
CO-20879 (4-20879)—CURLEY WILLIAMS  
CO-39809 (4-39809)—KEN GRIFFIN  
Auf Wiederseh'n Sweetheart  
ME-6366 (6366x45)—KEN MARVIN  
MG-11202 (K-11202)—HANK WILLIAMS  
DE-28271 (9-28271)—GUY LOMBARDO O.  
Auf Wiederseh'n Sweetheart

### 3—Here In My Heart

72.8 85.4

BBS-101—AL MARTINO  
I Cried Myself To Sleep  
CO-39745 (4-39745)—TONY BENNETT  
I'm Lost Again  
CR-60746 (9-60746)—ALAN DALE  
I'm Sorry  
DE-28213 (9-28213)—THE ANDREWS SISTERS  
DICK HAYMES  
I'm Sorry  
ME-5877 (5877x45)—VIC DAMONE  
Rosanne

### 4—Delicado

71.9 62.4

LO-1151—EDMUNDO ROS O.  
Baiao  
CA-2040 (F-2040)—STAN KENTON O.  
Bugs And Baggage  
CO-39708 (4-39708)—PERCY FAITH O.  
Festival  
CR-60729 (9-60729)—LAURINDO ALMEIDA  
R'Eco—R'Eco  
DE-28044 (9-28044)—WALDYR AZEVEDO O.  
See If You Like It  
DE-28179 (9-28179)—GUY LOMBARDO O.  
Kiss Of Fire  
DE-28304 (9-28304)—ETHEL SMITH  
Poinciana  
MG-11259 (K-11259)—LOS MUSICOS  
SE-7002—Fred Norman Orch.  
VI-20-4677 (47-4677)—THREE SUNS  
Plunk, Plunk, Plunk  
VI-20-4719 (47-4719)—DINAH SHORE  
The World Has A Promise

### 5—Botch-A-Me

71.5 56.9

CO-39767 (4-39767)—ROSEMARY CLOONEY

Aug. 23 Aug. 16

### On The First Warm Day

### 6—Kiss Of Fire

49.6 61.9

CA-2102 (F-2102)—BAXTER & BEAVERS  
I'm Yours  
CO-39737 (4-39737)—TONI ARDEN  
I'm Yours  
CR-60745 (9-60745)—LES BROWN O.  
I Waited A Little Too Long  
DE-28179 (9-28179)—GUY LOMBARDO O.  
Delicado  
DE-28177 (9-28177)—LOUIS ARMSTRONG O.  
I'll Walk Alone  
LO-1214 (45x1214)—ANNE SHELTON  
Body And Soul  
ME-5823 (5823x45)—GEORGIA GIBBS  
A Lasting Thing  
MG-11225 (K11225)—BILLY ECKSTINE  
Never Like This  
VI-20-4671 (47-4671)—TONY MARTIN  
For The Very First Time  
VI-20-4705 (47-4705)—RALPH FLANAGAN  
I'm Yours

### 7—Walkin' My Baby Back Home

41.5 61.6

AP-1088—DEAN MARTIN  
Oh! Marie  
CA-2130 (F-2130)—NAT "KING" COLE  
Funny  
CO-39750 (4-39750)—JOHNNIE RAY  
Give Me Time  
DE-28277 (9-28277)—GUY LOMBARDO O.  
Once In A While  
SE-7002—BERNICE PARKS

### 8—I'm Yours

40.8 56.7

CA-2102 (F-2102)—BAXTER & BEAVERS  
Kiss Of Fire  
CO-39737 (4-39737)—TONI ARDEN  
CR-60690 (9-60690)—DON CORNELL  
My Mother's Pearls  
DE-28162 (9-28162)—FOUR ACES  
I Understand  
VI-20-4680 (47-4680)—EDDIE FISHER  
Just A Little Lovin'  
VI-20-4705 (47-4705)—RALPH FLANAGAN  
Kiss Of Fire

### 9—High Noon

36.4 19.5

CA-2120 (F-2120)—TEX RITTER  
Go On! Get Out!  
CO-39770 (4-39770)—FRANKIE LAINE  
Rock Of Gibraltar  
LO-1232 (45-1232)—LITA ROZA  
Love, Where Are You Now?  
MG-11266 (K11266)—BILL HAYES  
Padam ... Padam ...

### 10—You Belong To Me

34.7 7.7

CO-39811 (4-39811)—JO STAFFORD  
Pretty Boy (Pretty Girl)  
CR-60753 (9-60753)—BARTON, GRECO & PINETOPPERS  
Red Rose Waltz

### 11—Somewhere Along The Way

31.9 19.1

CA-2069 (F-2069)—NAT "KING" COLE  
What Does It Take?  
CO-39695 (4-39695)—

Aug. 23 Aug. 16

### TONY BENNETT

Sleepless  
DE-28141 (9-28141)—JERRY GRAY O.  
Pittsburgh, Pa.  
DE-28222 (9-28222)—GENE AMMONS O.  
Beezy  
VI-20-4691 (47-4691)—HUGO WINTERHALTER  
Vanessa

### 12—Maybe

30.2 39.5

VI-20-4744 (47-4744)—COMO & FISHER  
Watermelon Weather

### 13—Wish You Were Here

24.5 30.7

DE-28308 (9-28308)—GUY LOMBARDO O.  
Hony Tonk Sweetheart  
MG-11270 (K11270)—FRAN WARREN  
What Is This Thing Called Love?  
VI-20-4830 (47-4830)—EDDIE FISHER  
The Hand Of Fate

### 14—Blue Tango

22.5 30.9

CA-1966 (F-1966)—LES BAXTER  
Pleasure, Mr. Sun  
DE-27875 (9-27875)—LEROY ANDERSON  
Balls Of The Ball  
DE-28031 (9-28031)—GUY LOMBARDO  
At Last, At Last  
ME-5790—DICK HAYMAN  
For Sentimental Reasons  
ME-5817 (5817x45)—XAVIER CUGAT O.  
Jungle Flute  
VI-20-4518 (47-4518)—HUGO WINTERHALTER O.  
The Gypsy Trail  
VI-20-4541 (47-4541)—FRANKIE CARLE  
VI-20-4872 (47-4872)—TONY BAVAAR  
Possess Me

### 15—Sugarbush

22.3 24.1

CO-39693 (4-39693)—F. LAINE & D. DAY  
How Lovely Cooks The Meat  
DE-28287 (9-28287)—JOSEF MARAIS  
How Lovely Cooks The Meat

### 16—Should I

16.1 9.2

DE-28323 (9-28323)—FOUR ACES  
There's Only Tonight

### 17—Kay's Lament

14.2 7.8

CA-2151 (F-2151)—KAY STARR  
Fool, Fool, Fool

### 18—Lover

14.1 24.2

CA-1600 (F-1600)—LES PAUL & MARY FORD  
Brazil  
DE-28215 (9-28215)—PEGGY LEE  
You Go To My Head

### 19—Vanessa

13.9 27.5

MG-30619 (K-30619)—DAVID ROSE  
All The Things You Are  
VI-20-4691 (47-4691)—HUGO WINTERHALTER O.  
Somewhere Along The Way

### 20—All Of Me

13.8 5.7

CA-1793 (F-1793)—BILLY MAY



# Best Selling Records

COMPILED BY JACK "ONE SPOT" TUNNIS

• Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunnis. Each listing includes the name of the song, record number, artists, and tune on the reverse side.

• The number underneath the title indicates the actual sale per 1000 records made for the week. If the figure is 67.4, it means that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the records on which it was available.

Comprising  
**100**  
Selections

Aug. 23	Aug. 16	Aug. 23	Aug. 16	Aug. 23	Aug. 16
CO-38163 (4-38163)—FRANK SINATRA	Lean Baby	ME-5821 (5821x45)—RICHARD HAYES	Kiss Of Fire	ME-5859 (45-5859)—JAN AUGUST	Delicado
CO-39788 (4-39788)—JOHNNIE RAY	A Sinner Am I	MG-11198 (K11198)—LEROY HOLMES	Tattletale	ME-11083 (45-11083)—BUD POWELL	
DE-28335 (9-28335)—LOUIS JORDAN O.	JORDAN O.	VI-20-4703 (47-4703)—RALPH FLANAGAN	You're My Thrill	35—Jamaican Rhumba	5.8
ME-8941 (45-8941)—ILLINOIS JACQUET	ILLINOIS JACQUET	VI-20-4643 (47-4643)—PETER KING SISTERS	Just A Little Lovin'	CO-39790 (4-39790)—PERCY FAITH O.	
MG-30413 (K-30413)—TEDDY WILSON	TEDDY WILSON	VI-20-4643 (47-4643)—PETER KING SISTERS	Love, Where Are You Now?	ME-5887 (45-5887)—HOLLYWOOD SYMPHONY O.	Do-Do Banjo And Fiddle
21—Smoke Rings	13.6 12.3	28—Rock Of Gibraltar	8.9 15.1	36—This Is The Beginning Of The End	5.6 5.4
CA-2123 (F-2123)—LES PAUL & MARY FORD	In The Good Old Summertime	CO-39770 (4-39770)—FRANKIE LAINE	High Noon	CR-60748 (9-60748)—DON CORNELL	I Can't Cry Anymore
22—Fool, Fool, Fool	13.5 6.2	29—Some Day	8.7 5.2	37—Blow Out The Candle	5.5 4.9
CA-2151 (F-2151)—KAY STARR	Kay's Lament	VI-20-4836 (47-4836)—TONY MARTIN	Luna Rossa	CO-39766 (4-39766)—TONI ARDEN	Where Did The Night Go?
23—Luna Rossa	13.4 3.1	VI-20-4725 (48-4725)—VAUGHN MONROE	Luna Rossa	CR-60737 (9-60737)—JUDY LYNN	Riverboat Rag
CA-2168 (F-2168)—VOICES OF SCHUMANN	April In Paris	30—Hand Of Fate	7.6	DE-27804 (9-27804)—JANE WYMAN	Why Didn't I?
CO-39787 (4-39787)—FRANK SINATRA	Tennessee Newsboy	VI-20-4830 (47-4830)—EDDIE FISHER	Wish You Were Here	LO-1145 (45-1145)—DELTA RHYTHM BOYS	All The Things You Are
LO-1229 (45-1229)—LEE LAWRENCE	Esmeralda	31—Once In A While	7.5 2.9	38—Watermelon Weather	5.2 6.1
MG-11269 (K-11269)—ALAN DEAN	I'll Forget You	DE-28306 (9-28306)—LOUIS ARMSTRONG O.	Confessin'	DE-28238 (9-28238)—CROSBY & PEGGY LEE	Moon Came Up With A Great Idea
VI-20-4836 (47-4836)—TONY MARTIN	Some Day	DE-28277 (9-28277)—GUY LOMBARDO O.	Walkin' My Baby Back Home	ME-5867 (45-5867)—PATTI PAGE	I'm Glad You're Happy
VI-10-3804 (45-3804)—EZIO PINZA	Anema E Core (Until)	VI-20-0004—TOMMY DORSEY O.	Not So Quiet, Please	39—A Sinner Am I	5.1 5.8
24—So Madly In Love	13.1 5.3	32—Be Anything (But Be Mine)	7.4 12.5	CO-39788 (4-39788)—JOHNNIE RAY	All Of Me
DE-28251 (9-28251)—DOROTHY COLLINS	From The Time You Sav Goodbye	AP-1191—BOBBY SMITH	Skippin' And Hopplin'	40—Beyond The Next Hill	5.0
ME-5874 (45x5874)—GEORGIA GIBBS	Make Me Love You	CA-2011 (F-2011)—HELEN O'CONNELL	Right Or Wrong	MG-30614 (K-30614)—ACQUAVIVA O.	Tillie's Tongo
VI-20-4759 (47-4759)—JUNE VALLI	Strange Sensation	CO-39690 (4-39690)—CHAMP BUTLER	When I Look Into Your Eyes	41—Lonely Wine	4.7 5.6
25—Strange Sensation	12.9 14.6	CR-60686 (9-60686)—JACK HASKELL	Buddy Stark	42—I Laughed At Love	4.6
MG-11291 (K-11291)—BILLY ECKSTINE	VI-20-4759 (47-4759)—JUNE VALLI	DE-28039 (9-28039)—BUDDY STARK	Sincere	43—What Is This Thing Called Love	4.5
26—Take My Heart	12.7 18.9	DE-28142 (9-28142)—LEE-JENKINS	Forgive Me	44—You	2.7 3.6
CA-2122 (F-2122)—AL MARTINO	I Never Cared	JU-6002 (4-39768)—TONI ARDEN	Tell Your Tale, Nightingale	45—Pittsburgh, Pennsylvania	2.4 1.7
CO-39768 (4-39768)—TONI ARDEN	Tell Your Tale, Nightingale	ME-5877 (5877x45)—VIC DAMONE	Rosanne	46—A Guy Is A Guy	1.6 1.6
ME-5877 (5877x45)—VIC DAMONE	Rosanne	27—I'll Walk Alone	12.6 25.3	47—In The Good Old Summertime	1.4 7.3
CA-2000 (F-2000)—MARGARET WHITING	I Could Write A Book	CA-2044 (F-2044)—JANE FROMAN	With A Song In My Heart	48—Take Me In Your Arms	1.3 3.2
CO-39654 (F-39654)—BURT TAYLOR	Solitude	CR-60659 (9-60659)—DON CORNELL	That's The Chance You Take	49—When I Fall In Love	1.2 2.7
DE-23340 (9-23340)—MARY MARTIN	Good Night, Wherever You Are	DE-28038 (9-28038)—PATTY ANDREWS	That's The Chance You Take	50—Forgive Me	1.1 1.4
DE-28038 (9-28038)—PATTY ANDREWS	That's The Chance You Take	DE-28177 (9-28177)—LOUIS			

## Miller Agrees Record Mfrs. Should Hold Convention Same Days, Same City As M. O. A.

Has Already Contacted Record Industry. Believes Dual Meet of Separate Organizations Will Prove of Mutual Benefit.



GEORGE A. MILLER

OAKLAND, CALIF.—George A. Miller, national president, Music Operators of America, advised this past week that he is contacting John W. Griffin, executive secretary of the Record Industry Association, regarding the fact that he agrees that the record manufacturers should hold their convention the same days and in the same city as MOA for the mutual benefit of both organizations.

George A. Miller has, once again, demonstrated his progressiveness in this matter, as well as in many others, when he arranged for instant contact with the record manufacturers, so that these firms would hold their convention, independently of any other music convention, in the same city and on the same days as would the nation's juke box operators.

Miller realizes the close tie-in between the record manufacturers and the juke box operators.

"Each one needs the other for each other's better welfare," he stated, "and further," he said, "it is only good common sense for both our organizations to hold our conventions simultaneously, for then the juke box operators would be able to hear, and can buy, the finest and latest recordings.

"At the same time," he concluded, "we of the nation's juke box industry could hold our regular business meetings in defense of the nation's automatic music industry."

Below we quote from Mr. Miller's letter to Mr. Griffin:

"It has come to my attention that the record industry was not too happy about the convention that was held recently in New York and that it might be possible that your associa-

tion planned their own conventions in the future.

"The thought occurred to me that Music Operators of America and the record manufacturers are so closely allied that it might be possible to arrive at a plan where the record association and the music operators association held their convention on the same dates in the same city in the same hotel, or one follow the other at different hotels.

"If my statistics are correct, about 30% of the output of phonograph records goes in juke boxes; therefore, it would seem to me that a convention where the two groups acted independently of each other, but at the same time coordinated to the extent of the time and the place would make a very successful combination."



standardize

on

PERMO  
POINTS

the complete coin  
needle line!

PERMO, INC. CHICAGO 26, ILLINOIS  
MANUFACTURERS OF "FIDELITONE",  
"PERMO-POINTS" AND "PERMO" PRODUCTS





*We Told You  
It Would Be  
A Smash!!*

# "MY SONG"

*by*

**Dinah**

**Washington**

**Mercury 8294**

## THE CASH BOX

### Rhythm & Blues



**Ramblings**

Herman Lubinsky and Lee Magid all smiles as they ready a surprise record by Varetta Dillard. The disk will have a promotion direct to djs before distribs even get a look at it. Advance reports indicate that it will be a sensation both in R & B and in pop. Lubinsky, by the way, has just returned from a whirlwind Southern trip where he appointed Gramophone Enterprises the Savoy distributor in Dallas, Oklahoma and New Orleans.

\* \* \*

Joan Shaw (Coral) is taking a month vacation on the advice of her doctor. Joan will go into the St. Clair Hospital in September for surgery. Her Blues Express Orchestra will do one niters during Joan's layoff with Bill Hutchins fronting. . . . Ruth Brown (Daddy Daddy-Atlantic) and Willis Jackson (Here In My Heart-Atlantic) off to Mexico for a vacation. . . . Universal Attractions moving into its new swank offices (2 Park Avenue, N. Y. C.) on September 1st. . . . Ralph Weinberg, "The Dixie Promoter," still packing in the crowds at Carri's Beach in Maryland averaging 8 to 10 thousand every Sunday.

\* \* \*

Four fem versions of "My Song" hitting the market at the same time in a wild dash to get the jump. Peacock, who started all the excitement with it's "Johnny Ace" release, follows up with a "Marie Adams" version that Don Robey, Peacock prexy, feels will establish the thrush as a nationwide star in the pop as well as R & B fields. Okeh enters the ring with "Hadda Brooks," and Danny Kessler feels this one is the BIG one. . . . Bobby Shad of Mercury comes through with his entry "Dinah Washington" which he terms "sensational"; and from Hollywood comes the Modern platter with "Mary Jones" handling the vocal. Rumors flying around have it that Irv Marcus, Peacock sales manager has a substantial part of the much sought after tune. Irv, who is said to have set up the Peacock-Duke deal, has been working like a beaver and the windfall couldn't happen to a nicer guy.



8508 Sunset Blvd., Hollywood 46, Calif.



The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, and New Orleans.

- 1 **LAWDY, MISS CLAWDY**  
Lloyd Price  
(Specialty)
- 2 **GOIN' HOME**  
Fats Domino  
(Imperial)
- 3 **I'M GONNA PLAY THE HONKY TONKS**  
Marie Adams  
(Peacock)
- 4 **HAVE MERCY, BABY**  
The Dominoes  
(Federal)
- 5 **BESIDE YOU**  
The Swallows  
(King)
- 6 **ONE MINT JULEP**  
The Clovers  
(Atlantic)
- 7 **SOMEWHERE ALONG THE WAY**  
Nat "King" Cole  
(Capitol)
- 8 **I'LL DROWN IN MY TEARS**  
Sonny Thompson  
(King)
- 9 **MOODY MOOD FOR LOVE**  
King Pleasure  
(Prestige)
- 10 **DADDY DADDY**  
Ruth Brown  
(Atlantic)

**GOIN' HOME**  
Fats Domino  
(Imperial)

**JUKE**  
Little Walter  
(Checker)

**MARY JO**  
Four Blazes  
(United)

**TING-A-LING**  
The Clovers  
(Atlantic)

**LAWDY, MISS CLAWDY**  
Lloyd Price  
(Specialty)

**I'M GONNA PLAY THE HONKY TONKS**  
Marie Adams  
(Peacock)

**MY SONG**  
Johnny Ace  
(Duke)

**WALKIN' MY BABY BACK HOME**  
Nat "King" Cole  
(Capitol)

**SO TIRED**  
Roy Milton  
(Specialty)

**CALL OPERATOR 210**  
Floyd Dixon  
(Aladdin)

**SITTIN' HERE DRINKIN'**  
Christine Kittrell  
(Tennessee)

**BESIDE YOU**  
The Swallows  
(King)

**TING-A-LING**  
The Clovers  
(Atlantic)

**MARY JO**  
Four Blazes  
(United)

**MOODY MOOD FOR LOVE**  
King Pleasure  
(Prestige)

**DON'T YOU CRY**  
Joe Turner  
(Atlantic)

**POOR POOR ME**  
Fats Domino  
(Imperial)

**LAVINIA**  
Tommy Ridgley  
(Imperial)

**BELLS ARE RINGING**  
Smiley Lewis  
(Imperial)

**I AIN'T NOTHING BUT A FOOL**  
Christine Kittrell  
(Tennessee)

**in PHILA-DELPHIA**

**in MILWAUKEE**

**in MEMPHIS**

- 1 **MY SONG**  
Johnny Ace  
(Duke)
- 2 **GOIN' HOME**  
Fats Domino  
(Imperial)
- 3 **TING-A-LING**  
The Clovers  
(Atlantic)
- 4 **LAWDY, MISS CLAWDY**  
Lloyd Price  
(Specialty)
- 5 **MY HEART'S DESIRE**  
Jimmy Lee & Artis  
(Modern)
- 6 **HAVE MERCY, BABY**  
The Dominoes  
(Federal)
- 7 **AGED AND MELLOW**  
Little Esther  
(Federal)
- 8 **MARY JO**  
Four Blazes  
(United)
- 9 **DRIFTING**  
Lynn Hope  
(Aladdin)
- 10 **HADACOL, THAT'S ALL**  
Treniers  
(Okeh)

**CALL OPERATOR 210**  
Mel Walker  
(Mercury)

**MOODY MOOD FOR LOVE**  
King Pleasure  
(Prestige)

**LAWDY, MISS CLAWDY**  
Lloyd Price  
(Specialty)

**GOIN' HOME**  
Fats Domino  
(Imperial)

**HAVE MERCY, BABY**  
The Dominoes  
(Federal)

**GUITAR SHUFFLE**  
Lowell Fulson  
(Swingtime)

**ONE MINT JULEP**  
The Clovers  
(Atlantic)

**WONDER WHERE MY BABY'S GONE**  
The Clovers  
(Atlantic)

**UNION STATION BLUES**  
John Lee Hooker  
(Chess)

**SOMEWHERE ALONG THE WAY**  
Nat "King" Cole  
(Capitol)

**MARY JO**  
Four Blazes  
(United)

**MY SONG**  
Johnny Ace  
(Duke)

**HAVE MERCY, BABY**  
The Dominoes  
(Federal)

**-JUKE**  
Little Walter  
(Checker)

**PLEASE HAVE MERCY**  
Muddy Waters  
(Chess)

**I'M GONNA PLAY THE HONKY TONKS**  
Marie Adams  
(Peacock)

**LAWDY, MISS CLAWDY**  
Lloyd Price  
(Specialty)

**MY HEART'S DESIRE**  
Jimmy Lee & Artis  
(Modern)

**CALL OPERATOR 210**  
Floyd Dixon  
(Aladdin)

**MOODY MOOD FOR LOVE**  
King Pleasure  
(Prestige)



# HOT

in DALLAS

in LOS ANGELES

in ST. LOUIS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1	BESIDE YOU <i>The Swallows</i> (King)	LAWDY, MISS CLAWDY <i>Lloyd Price</i> (Specialty)	MY SONG <i>Johnny Ace</i> (Duke)
2	MARY JO <i>Four Blazes</i> (United)	MARY JO <i>Four Blazes</i> (United)	JUKE <i>Little Walter</i> (Checker)
3	TING-A-LING <i>The Clovers</i> (Atlantic)	CALL OPERATOR 210 <i>Floyd Dixon</i> (Aladdin)	TING-A-LING <i>The Clovers</i> (Atlantic)
4	HAVE MERCY, BABY <i>The Dominoes</i> (Federal)	THE RIVER <i>Little Caesar</i> (Recorded In Hollywood)	FOOL, FOOL, FOOL <i>Kay Starr</i> (Capitol)
5	JUKE <i>Little Walter</i> (Checker)	HURRICANE <i>Joe Houston</i> (Imperial)	HAVE MERCY, BABY <i>The Dominoes</i> (Federal)
6	DON'T YOU CRY <i>Joe Turner</i> (Atlantic)	I'M GONNA PLAY THE HONKY TONKS <i>Morie Adams</i> (Peacock)	LAWDY, MISS CLAWDY <i>Lloyd Price</i> (Specialty)
7	WALKIN' THE BOOGIE <i>John Lee Hooker</i> (Chess)	DADDY DADDY <i>Ruth Brown</i> (Atlantic)	MY HEART'S DESIRE <i>Jimmy Lee &amp; Artis</i> (Modern)
8	MOON GLOW <i>Earl Bostic</i> (King)	HAVE MERCY, BABY <i>The Dominoes</i> (Federal)	CALL OPERATOR 210 <i>Floyd Dixon</i> (Aladdin)
9	DADDY DADDY <i>Ruth Brown</i> (Atlantic)	MOON GLOW <i>Earl Bostic</i> (King)	WALKIN' MY BABY BACK HOME <i>Nat "King" Cole</i> (Capitol)
10	SITTIN' HERE DRINKIN' <i>Christine Kittrell</i> (Tennessee)	PLEASE HAVE MERCY <i>Muddy Waters</i> (Chess)	THERE IS NO GREATER LOVE <i>Bull Moose Jackson</i> (King)

in HOUSTON	in NEWARK	in SHOALS, IN
1 MARY JO <i>Four Bloxes</i> (United)	GOIN' HOME <i>Fats Domino</i> (Imperial)	TING-A-LING <i>The Clovers</i> (Atlantic)
2 HAVE MERCY, BABY <i>The Dominoes</i> (Federal)	EASY, EASY BABY <i>Varetta Dillard</i> (Savoy)	HAVE MERCY, BABY <i>The Dominoes</i> (Federal)
3 LAWDY, MISS CLAWDY <i>Lloyd Price</i> (Specialty)	LAWDY, MISS CLAWDY <i>Lloyd Price</i> (Specialty)	LAWDY, MISS CLAWDY <i>Lloyd Price</i> (Specialty)
4 TING-A-LING <i>The Clovers</i> (Atlantic)	JUKE <i>Little Walter</i> (Checker)	SOMEWHERE ALONG THE WAY <i>Nat "King" Cole</i> (Capitol)
5 WITHOUT YOUR LOVE <i>Charles Brown</i> (Aladdin)	MY SONG <i>Johnny Ace</i> (Duke)	WALKIN' THE BOOGIE <i>John Lee Hooker</i> (Chess)
6 THE RIVER <i>Little Caesar</i> (Recorded In Hollywood)	TING-A-LING <i>The Clovers</i> (Atlantic)	NIGHT TRAIN <i>Jimmy Forest</i> (United)
7 CALL OPERATOR 210 <i>Floyd Dixon</i> (Aladdin)	I'M GONNA PLAY THE HONKY TONKS <i>Marie Adams</i> (Peacock)	GOIN' HOME <i>Fats Domino</i> (Imperial)
8 POOR POOR ME <i>Fats Domino</i> (Imperial)	MY HEART'S DESIRE <i>Jimmy Lee &amp; Artis</i> (Modern)	SO TIRED <i>Roy Milton</i> (Specialty)
9 I'M GONNA PLAY THE HONKY TONKS <i>Morie Adams</i> (Peacock)	CALL OPERATOR 210 <i>Floyd Dixon</i> (Aladdin)	HEAVENLY FATHER <i>Edna McGriff</i> (Jubilee)
10 EASY, EASY BABY <i>Voretta Dillard</i> (Savoy)	DADDY DADDY <i>Ruth Brown</i> (Atlantic)	MOODY MOOD FOR LOVE <i>King Pleasure</i> (Prestige)

HEADED FAST  
RIGHT TO THE VERY TOP  
OF ALL THE CHARTS

# JUKE

INTERNATIONAL SENSATIONAL BY-  
'LITTLE WALTER'  
on  
CHECKER RECORD-758

Just Watch This One!

"YOUNG GIRLS  
YOUNG GIRLS"

BACKED WITH  
"When I Look At You"

FEATURING  
**The Encores**  
(CHECKER NO. 760)

Brother! Order Plenty!

**Checker RECORD CO.**  
750 E. 49th ST. CHICAGO, ILL.



# JAZZ 'N BLUES REVIEWS

ⓐ DISK & SLEEPER

ⓑ EXCELLENT

ⓐ VERY GOOD

ⓐ GOOD

ⓐ FAIR

ⓐ MEDIOCRE

## THE GAYLORDS (Savoy 852)

ⓑ "GO ON, BABY" (2:49) The Gaylords go wild with an exciting fast tempo item that includes hand-clapping and shrill background screams.

ⓐ "GET MAD, BABY" (2:43) The group, while not quite as wild as on the top deck, pulls out all the stops as they wax this toe tapper.

## FELIX GROSS AND HIS SEXTETTE (Swing Time 303)

ⓐ "SIX EIGHT BOOGIE" (2:44) Felix Gross and his Sextette spins a boogie beat that comes out as an exciting side.

ⓐ "WAKE UP BABY" (2:41) Flip is a fast bounce piece that features some excellent saxing.

## ROY ELDRIDGE (Mercury 8975)

ⓑ "I SEE EVERYBODY'S BABY" (2:50) A lush arrangement by George Williams of a slow beat item is given a thrilling reading by Roy Eldridge whose trumpeting makes this side a top flight disk.

ⓐ "EASTER PARADE" (2:50) The old Berlin perennial is treated to a pleasant spin by Eldridge and his instrumentalists.

## MORRIS LANE (Coral 60801)

ⓑ "MOON RAY" (2:30) Morris Lane blows a sweet sax with tenderness as the organ accompaniment gives an ethereal effect.

ⓑ "PALE MOON" (3:00) Lane uses a classic oldie as material and his top flight saxing with an effective organ assist makes this a potent disk also.

## JESSE BELVIN AND ORCHESTRA (Specialty 435)

ⓑ "BABY, DON'T GO" (2:20) Jesse Belvin sings a big beat blues expressively. The vocalist is given some solid musical support.

ⓑ "CONFUSIN' BLUES" (2:35) The artist gives another fine performance as he waxes a slow beat blues with feeling.

## ST. PETER'S GOSPEL SINGERS (Calvary 304)

ⓐ "A SOLDIERS PLEA" (2:42) The St. Peters Gospel Singers blend their voices on a slow religious tune. The lead is set up with a light harmony backing.

ⓐ "WALK IN THE LIGHT" (2:43) The other side is a quick tempo rhythmic jubilee number given a shouty vocal by the group.

## THE CASH BOX

### ★ AWARD O' THE WEEK ★

"HE'S MY MAN" (2:50)

"ALONE" (2:44)

MARIE ADAMS  
(Peacock 1604)



MARIE ADAMS

● Marie Adams, the "I'm Gonna Play The Honky Tonks" girl, follows that tremendous dishing with another titled "He's My Man" that

looks like it has the potential to become another smash for the thrush. The quick tempo romantic item is sung forcefully and sincerely by the dynamic vocalist who has that certain something that can sell a tune. The Chuck Dillon Orchestra provides the musical backdrop and the polished orking helps no end in making this a sock dish. The under siding is a slow sentimental blues and Marie gives the number an expressive reading: This side could go as it's a fine etching, but we look for the top deck to get away running.

## LLOYD GLENN (Swing Time 296)

ⓐ "CUBA DOLL" (2:40) A rhythmic jazz instrumental displays some powerful keyboard sweeping and solid saxing.

ⓑ "ANGORA" (2:10) Flip is a slow Latin rhythm with an exciting arrangement. Instrumentation is potent and comes out a strong side.

## BOBBY SMITH (Apollo 813)

ⓑ "FORE DAY IN THE MORNIN'" (3:05) A tender piece with a moderate tempo is taken for a haunting ride by saxist Bobby Smith. The instrumentalist is given fine backing by the ork.

ⓐ "HONEY'S LOVIN' ARMS" (2:45) The lower lid is a fast beat fox trot smartly beat out by the boys with Ace Harris handling the vocal end in good style.

## THE CASH BOX

Jazz 'n Blues

### SLEEPER OF THE WEEK

"CUBAN NIGHTINGALE" (2:49)

"SERENATA" (2:47)

JOE HOLIDAY SEXTET  
(Prestige 786)



JOE HOLIDAY

● The Joe Holiday Sextet comes up with a solid version of the current juke box favorite, "Cuban

Nightingale," and the boys beat out the fast beat Latin tempo tune with an excitement and appeal that is sure to put this deck over. An interesting arrangement displays the Joe Holiday tenor saxing done in a softish manner against a background of spirited musicianship. The contrast is exceedingly effective. The sound, gotten by the use of sax, organ, bass, bongo, conga and timbale, is unusual and we think ops will find this side is a moneymaker. Under portion is a moderate beat Latin piece warmly etched by the group. The Holiday saxing is soft and pulsating and this side is a fitting backing for the top deck which we label a winner.

## RED RODNEY SEXTET (Okeh 6899; 4-6899)

ⓐ "RED'S MAMBO" (2:42) The Red Rodney Sextet bangs out a fast beat mambo in wild style. The arrangement is real crazy and shows off Red Rodney on the vocal and Buddy Savitt on the tenor sax.

ⓐ "DIG THIS MENU PLEASE" (2:43) Another fast beat etching is paired with Morty Perry handling the vocal and Buddy Savitt again getting off some pretty saxing.

## TITUS TURNER (Okeh 6907; 4-6907)

ⓑ "PLEASE BABY" (2:44) Titus Turner comes up with a tearful pleading vocal reading of a rhythmic slow blues. This side is a solid effort and could go places.

ⓑ "JAMBALAYA" (2:39) Flip is a rhythmic rocker treated to a shouty vocal by the chanter.

## LARRY DARNELL (Okeh 6902; 4-6902)

ⓑ "BETTER BE ON MY WAY" (2:31) Larry Darnell belts a quick beat jump with a lively and happy-go-lucky presentation.

ⓑ "WHAT'S ON YOUR MIND" (2:46) The under portion is a slow romantic ditty smoothly done by Darnell.

## BERNICE DOTSON (Calvary 302)

ⓐ "TELL THE ANGELS I'M ON MY WAY" (2:41) Bernice Dotson, with the Gospel Echoes supplying the harmony, sings a slow religious number.

ⓐ "ONLY A LOOK" (2:39) The lower lid is a similar piece which the chirp handles well.

## JOHNNY MOORE'S THREE BLAZERS (Modern 881)

ⓑ "MY SONG" (2:43) The Johnny Moore version of the new tune causing so much excitement in the R&B field is a good one. The slow tender blues is voiced with warmth by thrush Mari Jones and the instrumentalists provide a soft backing.

ⓐ "GEE, IT'S ROUGH" (2:42) The lower deck is a fast beat rhythmic item dramatically sung by Miss Jones. Johnny Moore's Three Blazers set up a potent musical backdrop.

## LESTER WILLIAMS (Specialty 437)

ⓑ "LOST GAL" (2:04) Lester Williams dishes up a low down expressive vocal of a slow rhythmic item. His dramatic chanting is strongly backed by the ork.

ⓐ "SWEET LOVIN' DADDY" (2:30) Williams has a similar type number to work with on the flip-deck. The singer does a polished job.



# Reservations From Exhibitors Pouring In For MOA Meet

George A. Miller, president of Music Operators of America, Inc., this week announced that reservations for exhibitors' booths were pouring in for the forthcoming MOA convention to be held in Chicago on September 11, 12, and 13 at the Hotel Congress. Miller released a list of exhibitors who have mailed in their checks. In addition many others have signified their intentions to attend but their checks have not as yet been received. The exhibitors, at the time of the release, are as follows:

Decca Distributing Corp., Chicago, Ill.; H. C. Evans and Company, Chicago, Ill.; California Music Guild, Oakland, Calif.; Capitol Records, Inc., Hollywood, Calif.; Recorded Music Service Association, Chicago, Ill.; National Rejectors, Inc., St. Louis, Mo.; Columbia Records, Inc., New York, N. Y.; Automatic Music Operators Association, New York, N. Y.; Broadcast Music, Inc., New York, N. Y.; The Billboard, Chicago, Ill.; Star Title Strip, Inc., Pittsburgh, Pa.; Coral Records, Inc., New York, N. Y.; The Cash Box, New York, N. Y.; Wisconsin

sin Phonograph Operators Association, Milwaukee, Wisc.; Radio Corporation of America, New York, N. Y.; and M-G-M Records, New York, N. Y.

A complete program for the three-day convention will shortly be released. Hirsch de La Viez of Washington, D. C., is arranging previews at some of the motion picture theaters in Chicago. In addition, there will be luncheons, tickets for radio and television shows and various other entertainments to guarantee an interesting and enjoyable convention. Record companies will present stars in their exhibit rooms, and the highlight of the meet will be a banquet on September 12. A wonderful floor show has been planned.

Ray Cunliffe and Phil Levin will be at the Congress Hotel for the next thirty days making all the arrangements to assure flowing and successful convention. Every operator and exhibitor who is going to attend should contact Cunliffe or Miller at MOA headquarters, but for quick confirmation write, wire, or call the Convention Department, Congress Hotel.

**2 Big Hits**  
CLIMBING TO THE TOP!  
featuring  
**VARETTA DILLARD**  
Savoy # 847 "EASY EASY BABY"  
Savoy # 851 "I'M YOURS"  
**SAVOY RECORD CO., INC.**  
58 Market St., Newark 1, N. J.

**Big New Release**  
by  
**JOE**  
(This Is Happiness)  
**HOLLIDAY**  
"CUBAN NIGHTINGALE"  
b/w  
"SERENATA"  
Prestige 786 (45x786)

**PRESTIGE RECORD CO.**  
754 10th Ave. CI 6-0847 · N. Y.

18¢ **TICO's** 45¢  
*Hit of the Week...*  
Big in R&B  
"TENDERLY"  
b/w "MUCHO SWING"  
by World's Greatest Latin Swing Pianist  
**JOE LOCO and Trio**  
Tico 10-115  
**TICO RECORDING CO.,**  
143 W. 41st St.  
(LA 4-0457)

**Just Released**  
**3 SMASH HITS**  
**EDNA MCGRUFF**  
with Buddy Lucas Orch.  
"IN A CHAPEL BY THE SIDE OF A ROAD"  
and  
"PRAY FOR A BETTER WORLD"  
Record # 5089  
**THE MARYLANDERS**  
"PLEASE LOVE ME"  
and  
"MAKE ME THRILL AGAIN"  
Record # 5091  
**THE ORIOLES**  
"DON'T CRY BABY"  
and  
"SEE SEE RIDER"  
Record # 5092

**JUBILEE RECORD CO., Inc.**  
315 W. 47th St., N. Y., N. Y.

**Sizzling!!!**  
**JOE TURNER —**  
The Boss Of The Blues  
"DON'T YOU CRY"  
ATLANTIC # 970  
**Atlantic RECORDING CORP.**  
234 WEST 56th STREET NEW YORK 19, N. Y.

THE SENSATIONAL HIT!!!

"MY SONG"  
*The Original*  
**JOHNNY ACE**



**THE CASH BOX**

★ **AWARD O' THE WEEK** ★

"MY SONG" (3:02)

**DUKE RECORD 102**



By THE NEW QUEEN—  
We Challenge Comparison  
A MUST FOR POP & R&B...

**MARIE ADAMS**

Peacock Records

*going strong...*

"HE'S MY MAN"

Peacock 1604

**Peacock RECORDS, INC.**  
4104 Lyons  
Houston, Texas



# Faithfully Theirs



## "FIVE LONG YEARS"

By  
**EDDIE BOYD**  
J.O.B.-1007

## "ROCK ME IN THE CRADLE"

b/w  
**"Josie Jones"**

By  
**JOHNNY SELLERS**  
Chance-1120

**CHANCE RECORDS, Inc.**  
1151 E. 47th St. CHICAGO, ILL. Kenwood 8-4813

ST. LOUIS—DJ Hal Fredericks of Station KXOK, St. Louis, interviews Columbia's talented musical director, Percy Faith as Children's Records Chief, Hecky Krasnow kibitzes. Pat Blunda, manager of Record Division of the Artophone Corp., Columbia distrib in St. Louis, seems to be enjoying the goings-on. Faith and Krasnow were in the city to attend Columbia's recent regional meetings.

## BEST SELLING THE CASH BOX SPIRITUAL RECORDS Listed Alphabetically

- He's So Wonderful  
SISTER JESSIE MAE RENFRO  
(Peacock)
- How About You  
PILGRIM TRAVELLERS  
(Specialty)
- In The Upper Room  
MEHALIA JACKSON  
(Apollo)
- If Jesus Goes With Me  
ANGELIC GOSPEL SINGERS  
(Gotham)
- I Will Trust In The Lord  
CLARA WARD  
(Savoy)
- Stop Right Now  
BELLS OF JOY  
(Peacock)
- Tell Me Angel  
ANGELIC GOSPEL SINGERS  
(Gotham)
- This Little Light Of Mine  
WARD SINGERS  
(Savoy)
- Wading Through Blood And Water  
DIXIE HUMMING BIRDS  
(Peacock)
- When I Reach My Heavenly Home On High  
ORIGINAL GOSPEL HARMONETTES  
(Specialty)

Here's the  
**RIGHT NUMBER!**

Aladdin  
NUMBER 3135

for

"CALL  
OPERATOR

210"

Floyd  
Dixon



# Kickin' The Blues Around

with Sam Evans



The growing importance of the huge Negro market is only one of the ever increasing number of radio stations which have programming beamed at this specific group. Today there are in excess of 150 stations that have either half, or a substantial part of their total time devoted to the Negro market. There are 9 stations that devote 10% of their time to the market; and the group is growing each month. Even in the rather remote region of Grand Canyon, we have KGPH of Flagstaff, Ariz., doing several R & B shows. . . . The biggest show of 1952, "Kick-off," will be in Syracuse 9/19. Package will tour for eight weeks. Due to heavy fall commitments, Duke Ellington will not be in the show this year. Stan Kenton will furnish the musical background and do the M C chores. Nat "King" Cole, Sara Vaughan and four acts, will make up the balance of the show.

Herb Hendler, personal manager for Ralph Flanagan, has the big band playing the Marine Dining Room of Chicago's Edgewater Beach Hotel. . . . Buddy Black, CCKN Kansas City, Mo., is one of the best ad lib DJ's hitting the air these days. It's amazing how this lad dreams up a world of funny remarks. He mimics all famous personalities and the networks might glance in his direction. His Saturday afternoon show has the highest Hooper in Kansas City. . . . The Hawkeye Jazz Club, aired over KRNT Des Moines, Iowa, uses Don Bell as M C of the very popular show, heard the first Thursday of every month, from 12:30-1:30 P. M. George Fletcher represents the 15 club members. They have 25,000 records in their collection. . . . George Dunlevy is the latest DJ to join the profession in the Des Moines, Iowa area, airing nitely over WHO from 10:00 P.M.-4:00 A.M. He's already building up a solid following.

Titus Turner's "Jambalaya" b/w "Please Baby" is flipping folks around the country. Larry Darnell for the same label, Okeh, has one of his strongest sides in "Better Be On My Way." . . . Ruth Brown after so much success with "5-10-15 Hours," has another big one in "Daddy Daddy." . . . Benny Goodman into the Blue Note for two weeks beginning 8/15 and to be followed by Stan Kenton. . . . The new RCA Victor release by Ralph Flanagan of the old Bobby Smith's, "Tippin' In," is solid blues shuffle, dressed up with big time dance band arrangements. . . . Sandy Solo is deserving of recognition because of his voice and principally because of his tremendous courage in overcoming the loss of his two arms, due to a war time air crash. He can be heard on Abbey, doing "I'm Through With Love." . . . Johnny Hodges and his Combo, working Philadelphia and out on Mercury with "Tenderly" b/w "What's I'm Gotthere." His previous release of "Tea for Two," shows some solid sax work.

Erroll Garner closed last week at Cleveland's Ebony Club. His LP album for Columbia entitled "Solo Flight" is now available. . . . Paramount Pictures holding a private screening for the new Bing Crosby, Jane Wyman, Ethel Barrymore musical, called "Just For You." The tune "Zing a Little Zong" is from the pic. . . . Fats Domino has his "Goin' Home" up high on the hot chart and now comes out with another destined to the top in "Poor Poor Me" b/w "Trust In Me." . . . Chess records will release within a few weeks a new one by Jimmy Rogers, called "Last Time." Shouter does double take to give a novel but deep and resounding effect to this fact driving blues number. . . . Juke Box men and Record Shops might watch Roy Milton's "Night & Day," this platter on Specialty should make it.

Billy Eckstine has withdrawn his name from the ill fated night club venture on Hollywood's Sunset Strip. It seems the appeal, or pitch, made to the citizens on the east side of Los Angeles, struck a wrong note. Spot now shuttered. . . . Dick Lee, a new great voice to hit the air waves has a noteworthy record in "Infatuation." Give it a listen. . . . The mushrooming popularity of TV Disc Jockeys, is being spearheaded in the Mid-West by Hal Tate on WBKB, now moved into a "A" time spot on Saturday, at 9:00 P. M. Show uses films created by Screen-Gems. . . . Pabst Blue Ribbon earmarks \$4,000,000, to assure us of seeing the fights every Wednesday night, through next May. . . . Katherine Dunham, got her start in big time dancing circles as a result of a Rosenwald scholarship, has just completed a successful run in Copenhagen, Denmark.

Eddie Heywood, who got his start around 1944 at Shep's Playhouse in Los Angeles, is today main attraction at The Embers, in NYC. Barbara Carroll and her trio hold down the stage while "Mr. Begin the Beguine" takes a rest. . . . Deep River Boys going nicely at London's Paladium. . . . Lou Chudd of Imperial, got a home run out of deep left field. He cut Slim Whitman on a hill billy kick, "Indian Love Call," but the market wouldn't accept it. The pop market heard it and is buying it in droves. Record broke big in Boston and is spreading westward. . . . Andrews Sisters' newest waxing "Carmen's Boogie" is among the memorables of this trio. The song is tailor made for them and they come through with their old verve and gusto. It's good to hear the famous three again.

The new Mercury release of Pattie Page doing "I Went To Your Wedding" looks like another "Tennessee Waltz." The RCA Victor disc of same tune by Steve Gibson and his Red Caps, featuring Jo Damita on vocal, was first out and has all of the feeling and pathos needed. . . . Les Paul and Mary Ford, the Capitol waxers, broke the house record at Chi's big Chicago Theater, in an engagement ended 8/14. On the screen was the new Rita Hayworth leg-shower. . . . Joe Comfort, formerly with Nat King Cole, has joined Harry James and will travel with the big band this fall. . . . Work may be coming up for members of the profession as a result of the forthcoming picture "Carmen Jones." Billy Rose will produce. . . . Nellie Lutcher, long time Capitol recorder, sings in great style on her latest "That's How It Goes." . . . Newest deejay to join the ranks is Wanda Toscanini Horowitz. She'll air from WNB. Note to Bobby Shad and all other R&B mfgs.: Please do not send her any of your records. Gal will play only that lengthy haired stuff. . . . Stan Kenton in Pa. and Ohio towns, on one niters for the balance of this month. . . . The terrible drought, in the south, has caused many a farming community to ask out of contracts. Several small packages, excellent drawers under normal conditions, have had to play to small houses. When crops are burned out, so is the money.

(Sam Evans is the Jazz and Blues expert heard nitely on WGN, Chicago's Mutual outlet, and on WBKB-TV.)

"It's What's in THE CASH BOX That Counts"



**THE CASH BOX**  
Reports  
**THE NATION'S**  
**BIG 10**

**HILLBILLY,  
FOLK & WESTERN  
JUKE BOX TUNES**



NEW YORK—Trudi Richards relaxes for a few moments with her fellow Decca recording artist Dick Haymes, at the recent "Smarty Pants Patch Party" sponsored by Brad Phillips, WINS disk jockey. Trudi is enthusiastically painting a word picture of how her current stand at the New York Paramount is breaking records. The thrush's latest release is "I Waited A Little Too Long" backed with "I May Hate Myself In The Morning." Dick has a new dinking called "Are We In Love" and "Never Let The Sun Set On A Quarrel."

## Roy Acuff Lands Cover Of Newsweek As Mag Does Story On Country Music

There are still people in the music industry who are under the mistaken impression that the Country and Western segment of the business is a very small and insignificant one. A most interesting and informative article for this group to read is the two and one half page story of Folk and Western artists, publishing companies, and Country music's appeal to the public, that can be found in the August 11 issue of Newsweek magazine.

Whether heard on the jukebox, phonograph, radio, or television, this crooning, yodling, shouting and moaning is doing a most impressive fifth of the dollar volume of the music for which people in the United States pay to hear.

The salaries of some of the established stars of this twang chanting division of the music biz such as Pee Wee King, Roy Acuff, Eddy Arnold, Hank Williams and Red Foley range in the quarter of a million dollar brackets from their recordings, personal appearances, and radio and television contracts. A comparative newcomer to this field is a lad named Carl Smith who is making a mere \$125,000.

Many of the wise and on-the-ball Tin Pan Alley men keep a close watch on the Western hit parade as a source of popular song material. This corner of the tune parade has given us such successful hits as "Anytime," "Slipping Around," "Candy Kisses," "Bouquet Of Roses," "Jealous Heart," "Tennessee Waltz," "Slow Poke," "Cold, Cold Heart," and "Half As Much."

The group of citizens that underestimates the potency of the lilting voice clique of the music industry might be interested to learn that an average 3,500 people come from an average of thirty-eight different states to crowd into the Ryman Auditorium in Nashville, Tennessee every Saturday night and pay admission to watch the doings at The Grand Ole Opry. Between five and eight million Americans have their radio dials set to the station that broadcasts this display of country music.

Roy Acuff, who occupies the front cover on the August 11 issue of Newsweek, is one of the top artists in this

field and is deeply involved in one of the most important and lucrative sectors of the Hillbilly-music business. He is one of the heads of Acuff-Rose Publishing Company, one of the three most powerful publishers in the Country-music field. Last year the company grossed more than \$600,000. This company is also the publisher of the current number one pop tune, "Half As Much." Two other very enterprising publishing companies that have an influential say so in the Country-music field are Peer International, a subsidiary of Southern Music Publishing Company and Hill & Range Publishers.

Country music has made a deep and definite impression on the music world. Its appeal to the public may have been limited in the past, but it is now expanding very quickly and reaching the hitherto untouched areas. This is proven by Eddy Arnold's landing of such an important spot as Perry Como's summer replacement on television. Folk and Western music stands a great chance of drawing as large a dollar volume in the future as popular music will.

### RIAA Listing Folk Music For Congress Library

NEW YORK, N. Y.—Acting upon a request from the Library of Congress, the Record Industry Association of America is currently supervising the collection of a complete listing of authentic American folk music recordings. The R. I. A. A. has requested its membership to submit listings of "authentic folk music performed by traditional singers and instrumentalists."

The data on American folk music recordings will be issued next year as part of the first world-wide catalog of such records, which catalog is being compiled by the International Folk Music Council, London, England, for the United Nations Educational, Scientific and Cultural Organization (UNESCO). Under the supervision of Harold Spivacke (correct), Chief of the Music Division, the Library of Congress is handling the American section of the catalog.

**KING - DELUXE - FEDERAL - KING - DELUXE - KING - DELUXE - KING - DELUXE**

**Best Sellers**

**DE LUXE**

**Federal**  
**RECORDS**

#### POPULAR

- ★ **STEVE LAWRENCE**  
POINCIANA  
NEVER LEAVE ME  
15185 and 45-15185\*  
MINE AND MINE ALONE  
ALL MY LOVE BELONGS TO YOU  
15190 and 45-15190\*
- ★ **MARY SMALL**  
EVERYTHING YOU SAID CAME TRUE  
IMMEDIATELY  
15189 and 45-15189\*
- ★ **BILLY KEITH**  
HIGH NOON  
THE FOUNTAIN OF YOUTH  
15194 and 45-15194\*

#### FOLK-WESTERN

- ★ **MOON MULLICAN**  
JAMBALAYA  
A MIGHTY PRETTY WALTZ  
1106 and 45-1106\*
- ★ **WAYNE RANEY**  
I'M REALLY NEEDIN' YOU  
BEATIN' 'ROUND THE BUSH  
1087 and 45-1087\*
- ★ **DELMORE BROS.**  
MUDDY WATER  
GOT NO WAY OF KNOWING  
1084 and 45-1084\*
- ★ **HAWKSHAW HAWKINS**  
I LOVE THE WAY YOU SAY  
GOODNIGHT  
LOADED WITH LOVE  
1081 and 45-1081\*
- ★ **COWBOY COPAS**  
GOLDEN MOON  
I CAN'T REMEMBER TO FORGET  
1080 and 45-1080\*

#### SEPIA BLUES

- ★ **THE SWALLOWS**  
BESIDES YOU  
YOU LEFT ME  
4525 and 45-4525\*
- ★ **SONNY THOMPSON**  
I'LL DROWN IN MY TEARS  
CLANG, CLANG, CLANG  
4527 and 45-4527\*
- ★ **EARL BOSTIC**  
MOONGLOW  
AIN'T MISBEHAVIN'  
4550 and 45-4550\*
- ★ **TODD RHODES**  
ROCKET 69  
POSSESSED  
4528 and 45-4528\*
- ★ **WYNONIE HARRIS**  
NIGHT TRAIN  
DO IT AGAIN, PLEASE  
4555 and 45-4555\*

#### FEDERAL

- ★ **THE DOMINOES**  
HAVE MERCY BABY  
DEEP SEA BLUES  
12068 and 45-12068\*
- ★ **THE ROYALS**  
MOONRISE  
FIFTH STREET BLUES  
12088 and 45-12088\*
- ★ **THE FOUR JACKS**  
THE LAST OF THE GOOD ROCKING  
MEN  
I'LL BE HOME AGAIN  
12087 and 45-12087\*  
\* 45 R.P.M.

**distributors**

**King**  
**RECORDS INC.**  
CINCINNATI 7, OHIO



# THE CASH BOX FOLK and WESTERN ROUNDUP

Eddy Arnold (RCA Victor) closes his "Eddy Arnold Show" on CBS-TV from New York on August 22nd. Eddy has been summer replacement for Perry Como with the show TV'd from 40 CBS outlets.

Wilf Carter (RCA Victor) has sold his Clinton, N. J., home and taken up residence in Orlando, Florida. Wilf is probably better known in the United States by the monicker, Montana Slim. This move reported by Charlie Haley of WMBM in Miami Beach who spins five hours of country records each week for WMBM.

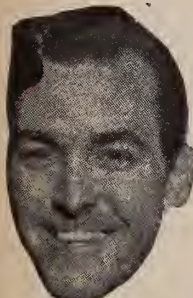
Marty Robbins (Columbia) is working Sheldon Gibb's "Willowbreeze" Ballroom every Saturday night near Phoenix, Arizona. Marty's recent Columbia release is getting top attention and there is talk of a nationwide tour for Marty this fall.

Eva Lee McMurtery has left KSTL in St. Louis. Eva has secretaried the country record shows on KSTL for sometime. Johnny Rion has taken over the entire KSTL country office and mike since Eva's leaving.

Ray Honaker has hit off big with the WOKE, Oak Ridge, Tennessee listeners since beginning there recently. Ray has an hour and forty-five minutes each morning Monday through Friday.

Roy Acuff (Columbia) reports better business than ever at his Clarksville, Tennessee Dunbar Cave. Roy personally conducts the square dancing each Friday night and the shows on Sunday afternoon. Tommy Sosebee (Decca) and Minnie Pearl have headlined the shows for the last two weeks with big names scheduled to top the shows for the rest of the season. Uncle Ollie Hamilton, country record spinner of Clarksville's WJZM, does promotion for the "Cave."

Slim Whitman (Imperial) is riding high with his discing of "Indian Love Call." It is reported as top number on the pop parades in Boston and Cleveland. Slim is currently a headliner of the KWKH "Louisiana Hayride" every Saturday night.



TOMMY SOSEBEE

Billy Walker (Columbia), Johnny Horton (Mercury), and Don Mehan (RCA Victor) are three new additions to the KWKH country shows in Shreveport, La. These boys are kicking off big in that area through the efforts of Frank Page who also does the country record spinning at KWKH.

Johnny Bond (Columbia) recently cut sides in Nashville under direction of Columbia's Don Law. This trip was planned quickly to do material being held especially for Johnny by Country Director Law.

Here are some of the press clips coming from London on Tex Ritter's appearance there: "Tex is a most human guy," Sporting Review; "It is fascinating," Daily Worker; "A splenidd show," Daily Herald; "Audience was enthusiastic," Scotsman (Edinburgh); "Grand entertainment," Daily Herald; "Tex is the children's favorite," Evening News; "Fans liked 'Rye Whiskey' and 'High Noon,'" Daily Telegraph; "London went wild west with a lavish abandon," Daily Mail. Tex is really spreading the good old American country music feeling to the English neighbors.

Jimmy Wakely (Capitol) is starring on "Coleman Corral" each Tuesday night on KNXT from Hollywood. KNXT is the CBS-TV outlet for that area. Also on the show are steel guitar man, Noel Boggs and Ziggy Elman of long trumpet fame.

A SURE-FIRE SLEEPER!

## The Mask Is Off

MILLER MUSIC CORPORATION

## CANADA'S WESTERN HIT PARADE

Compiled Through the Cooperation of Program Directors Throughout Canada

1. HALF AS MUCH  
Hank Williams (MGM)
2. CALL OF THE MOUNTAINS  
Ray Little (Arago)
3. WILD SIDE OF LIFE  
Hank Thompson (Capitol)
4. GOLD RUSH IS OVER  
Hank Snow (RCA Victor)
5. LET OLD MOTHER NATURE HAVE HER WAY  
Carl Smith (Columbia)
6. MOM'S AND DAD'S WALTZ  
Lefty Frizzell (Columbia)
7. WONDERING  
Webb Pierce (Decca)
8. CHAPEL IN THE PINES  
Rhythm Pals (Arago)
9. DON'T STAY AWAY  
Lefty Frizzell (Columbia)
10. JUDGMENT DAY EXPRESS  
Orval Prophet (Decca)

## GOT YOU ON MY MIND

Published by RALEIGH  
recorded by

BUDDY MORROW (Victor)  
JOHN GREER (Victor)  
BIG 3 TRIO (Okch)  
HAWKSHAW HAWKINS (King)  
JOE BURTON SEXTETTE TRIO (Intro)  
Exclusively licensed by  
**BROADCAST MUSIC, INC.**

# FOLK AND WESTERN REVIEWS

DISK & SLEEPER  
EXCELLENT  
VERY GOOD  
GOOD  
FAIR  
MEDIocre

## BULLSEYE of the WEEK

"I WENT TO YOUR WEDDING" (2:41)  
"THE BOOGIE WOOGIE FLYING CLOUD" (2:40)

HANK SNOW  
(RCA Victor 20-4909)



HANK SNOW

● Hank Snow, currently riding high as one of the most popular western artists in the recording field, lends his stylized vocalizing to a slow sweet ballad that looks

like it will make it big in pop, R & B and now in country music. Titled "I Went To Your Wedding," the tune is given a tender reading filled with pathos and warmth by the artist. The haunting vocal is backed in a subdued manner by strings. The lower lid, "The Boogie-woogie Flying Cloud," is a fast boogie beat that is right up the alley of the chanter. Snow belts out the cute romantic ditty with spirit and zest. We like both sides, but we feel the top deck will kick off fast.

## ROY KING

(Mercury 6401)

● "ST JAMES INFIRMARY" (2:38) A medium tempo oldie is given a haunting presentation by vocalist Roy King. King handles the sad lyrics appealingly.

● "I CAN'T FEEL THOSE KISSES" (2:41) The under portion is a similar beat piece and King comes off in good style with his interpretation of sentimental lyrics.

## CURLEY COLDIRON

(Sullivan 513)

● "MOTHER WRITE YOUR BOY A LETTER" (2:45) Curley Coldiron and the Circle C Boys spin a soft item lightly and Cliff Steele warbles the sentimental words easily.

● "TOO MANY CHIEFS AND NOT ENOUGH INDIANS" (1:58) The flip is a quick tempo item with a cute set of lyrics. The chanting of the rhythmic novelty is well done.

## TOMMY SCOTT

(King 1054)

● "GONNA PAINT THE TOWN RED" (2:22) Tommy Scott sings a happy sounding tune with a big beat. A lively musical backdrop sets the warbler off to good advantage.

● "LONELY AS A GEORGIA PINE" (2:27) Scott waxes a slow country lament with light ork backing.

## SLIM STUART

(Arcade 104)

● "YOU'RE OUT OF STEP WITH THE BEAT OF MY HEART" (2:20) A slow romantic waltz is warmly read by Slim Stuart who receives a strong assist from Reece Shipley's Rainbow Valley Boys.

● "ASLEEP AT THE SWITCH" (2:20) Slim and the Trio handle a moderate beat romantic lament warmly.

## BILL MONROE

(Decca 28356)

● "PIKE COUNTY BREAK-DOWN" (2:38) Bill Monroe and his Blue Grass Boys beat out a fast tempo ditty with a spirited rhythm. The instrumental background is a showcase for some terrific string strumming.

● "A MIGHTY PRETTY WALTZ" (2:37) Monroe cuts his version of the pretty waltz being covered by a number of western artists.

## SLIM WILLIAMS

(Coral 64137)

● "DUST OFF YOUR LOVE LETTERS" (2:28) Slim Williams gives a warm vocal treatment to a slow romantic number. Soft string backing sets the musical pace.

● "YOKE OF OXEN" (2:30) The lower deck is a moderate tempo item that Williams bounces through lightly.

## GRANDPA JONES

(RCA Victor 20-4660)

● "T.V. BLUES" (2:05) Grandpa Jones warbles a sprightly item in a light hearted fashion. The western artist has a good deck as he sells the tune with his stylized delivery.

● "STOP THAT TICKELIN' ME" (2:05) The flipside is another quick beat tune given the happy zesty treatment of irrepressible Grandpa Jones.

## LEO STANCIL

(Specialty 707)

● "I'VE BUILT A FENCE AROUND MY BROKEN HEART" (2:39) Leo Stancil sings a romantic ballad sincerely as he is backed with strings.

● "WHY DON'T YOU QUIT HANGING AROUND" (2:05) Stancil projects a similar item with a feelingful performance.



# JUKE BOX REGIONAL RECORD REPORT

## The Ten Top Records-City by City

AUG. 23, 1952

### New York, N. Y.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. HALF AS MUCH (Rosemary Clooney)
3. BOTCH-A-ME (Rosemary Clooney)
4. HERE IN MY HEART (Al Martino)
5. DELICADO (Percy Faith)
6. WALKIN' MY BABY BACK HOME (Johnnie Ray)
7. MAYBE (Como—Fisher)
8. WISH YOU WERE HERE (Eddie Fisher)
9. KISS OF FIRE (Georgia Gibbs)
10. I'M YOURS (Cornell—Fisher)

### St. Louis, Mo.

1. FOOL, FOOL, FOOL (Kay Starr)
2. SMOKE RINGS (Paul—Ford)
3. WALKIN' MY BABY BACK HOME (Nat "King" Cole)
4. WISH YOU WERE HERE (Eddie Fisher)
5. TILL THE END OF THE WORLD (Bing Crosby)
6. MEMORIES (Joe Spica)
7. JAMAICAN RHUMBA (Percy Faith)
8. SHOULD I (Four Aces)
9. STRANGE SENSATION (June Valli)
10. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)

### Tampa, Fla.

1. TO YOU WITH LOVE (Buddy Costa)
2. YOU BELONG TO ME (Jo Stafford)
3. WALKIN' MY BABY BACK HOME (Nat "King" Cole)
4. ESPANHARLEM (Ralph Flanagan)
5. STREET OF DREAMS (Sarah Vaughan)
6. THIS IS THE BEGINNING OF THE END (Don Cornell)
7. SHOULD I (Four Aces)
8. YOU'RE THE CREAM IN MY COFFEE (Jerry Wald)
9. HALF AS MUCH (Rosemary Clooney)
10. POINCIANA (Steve Lawrence)

### Opelousas, La.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. HALF AS MUCH (Rosemary Clooney)
3. HERE IN MY HEART (Al Martino)
4. A SINNER AM I (Johnnie Ray)
5. WALKIN' MY BABY BACK HOME (Johnnie Ray)
6. BOTCH-A-ME (Rosemary Clooney)
7. WISH YOU WERE HERE (Guy Lombardo)
8. SMOKE RINGS (Paul—Ford)
9. I'M YOURS (Eddie Fisher)
10. AS TIME GOES BY (Ray Anthony)

### Reno, Nev.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. LOVER (Lee—Jenkins)
3. MAYBE (Como—Fisher)
4. WALKIN' MY BABY BACK HOME (Johnnie Ray)
5. HERE IN MY HEART (Al Martino)
6. I'M YOURS (Cornell—Fisher)
7. CARIOCA (Paul & Ford)
8. DELICADO (Percy Faith)
9. IN THE GOOD OLD SUMMERTIME (Paul & Ford)
10. HALF AS MUCH (Rosemary Clooney)

### Redwood City, Calif.

1. HERE IN MY HEART (Al Martino)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. KISS OF FIRE (Georgia Gibbs)
4. DELICADO (Percy Faith)
5. HALF AS MUCH (Rosemary Clooney)
6. WALKIN' MY BABY BACK HOME (Johnnie Ray)
7. I'M YOURS (Don Cornell)
8. MAYBE (Como—Fisher)
9. BLUE TANGO (Leroy Anderson)
10. BOTCH-A-ME (Rosemary Clooney)

### Chicago, Ill.

1. BOTCH-A-ME (Rosemary Clooney)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. WISH YOU WERE HERE (Eddie Fisher)
4. HALF AS MUCH (Rosemary Clooney)
5. SUGARBUSH (Laine—Day)
6. HIGH NOON (Frankie Laine)
7. MAYBE (Como—Fisher)
8. WALKIN' MY BABY BACK HOME (Johnnie Ray)
9. KAY'S LAMENT (Kay Starr)
10. LOVER (Lee—Jenkins)

### Omaha, Neb.

1. WALKING TO MISSOURI (S. Kaye)
2. HALF AS MUCH (Rosemary Clooney)
3. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
4. BOTCH-A-ME (Rosemary Clooney)
5. WALKIN' MY BABY BACK HOME (Johnnie Ray)
6. SUGARBUSH (Laine—Day)
7. DELICADO (Percy Faith)
8. KISS OF FIRE (Tony Martin)
9. MAYBE (Como—Fisher)
10. TAKE MY HEART (Al Martino)

### Harvey, Ill.

1. HALF AS MUCH (Rosemary Clooney)
2. DELICADO (Percy Faith)
3. HERE IN MY HEART (Al Martino)
4. I'M YOURS (Don Cornell)
5. BLUE TANGO (Leroy Anderson)
6. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
7. BOTCH-A-ME (Rosemary Clooney)
8. KISS OF FIRE (Georgia Gibbs)
9. MAYBE (Como—Fisher)
10. WALKIN' MY BABY BACK HOME (Johnnie Ray)

### Des Moines, Iowa

1. HALF AS MUCH (Rosemary Clooney)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. DELICADO (Guy Lombardo)
4. BOTCH-A-ME (Rosemary Clooney)
5. HERE IN MY HEART (Tony Bennett)
6. MAYBE (Como—Fisher)
7. WILD SIDE OF LIFE (Hank Thompson)
8. KAY'S LAMENT (Kay Starr)
9. PITTSBURGH, PA. (Guy Mitchell)
10. I'M YOURS (Four Aces)

### Biloxi, Miss.

1. HALF AS MUCH (Rosemary Clooney)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. POINCIANA (Steve Lawrence)
4. HERE IN MY HEART (Al Martino)
5. VANESSA (Hugo Winterhalter)
6. SUGARBUSH (Laine—Day)
7. HIGH NOON (Frankie Laine)
8. BOTCH-A-ME (Rosemary Clooney)
9. ONCE IN A WHILE (Patti Page)
10. I'M YOURS (Don Cornell)

### Charleston, W. Va.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. BOTCH-A-ME (Rosemary Clooney)
3. DELICADO (Percy Faith)
4. THIS IS THE BEGINNING OF THE END (Don Cornell)
5. MAYBE (Como—Fisher)
6. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
7. IN THE GOOD OLD SUMMERTIME (Paul & Ford)
8. I WAITED A LITTLE TOO LONG (Kay Starr)
9. ONCE IN A WHILE (Patti Page)
10. HERE IN MY HEART (Al Martino)

### Los Angeles, Calif.

1. BOTCH-A-ME (Rosemary Clooney)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn & Eddy Howard)
3. WALKIN' MY BABY BACK HOME (Johnnie Ray & Nat "King" Cole)
4. KAY'S LAMENT (Kay Starr)
5. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
6. HALF AS MUCH (Rosemary Clooney)
7. WISH YOU WERE HERE (Eddie Fisher)
8. HERE IN MY HEART (Al Martino)
9. ZING A LITTLE ZONG (Crosby—Wyman)
10. I'M YOURS (Don Cornell)

### Jacksonville, Fla.

1. HALF AS MUCH (Rosemary Clooney)
2. KISS OF FIRE (Georgia Gibbs)
3. LONG AGO LAST NIGHT (Helen O'Connell)
4. DELICADO (Percy Faith)
5. BOTCH-A-ME (Rosemary Clooney)
6. DING DONG BOOGIE (Ella Fitzgerald)
7. BLUE TANGO (Leroy Anderson)
8. I'M YOURS (Don Cornell)
9. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
10. LOVER (Lee—Jenkins)

### Chehalis, Wash.

1. LOVER (Lee—Jenkins)
2. TAKE MY HEART (Al Martino)
3. LITTLE GRASS SHACK (Johnny Maddox)
4. BANJO NOLA (The Tunetoppers)
5. DAY OF JUBILO (Guy Mitchell)
6. TILL THE END OF THE WORLD (Bing Crosby)
7. WILD SIDE OF LIFE (Burl Ives)
8. BLUE AND SENTIMENTAL (Mills Bros.)
9. WISH YOU WERE HERE (Guy Lombardo)
10. JAMACIAN RHUMBA (Percy Faith)

### Cincinnati, Ohio

1. AUF WIEDERSEH'N SWEETHEART (Lynn & Howard)
2. WALKIN' MY BABY BACK HOME (Johnnie Ray)
3. HALF AS MUCH (Rosemary Clooney)
4. FOOL, FOOL, FOOL (Kay Starr)
5. BOTCH-A-ME (Rosemary Clooney)
6. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
7. HERE IN MY HEART (Al Martino)
8. I'M YOURS (Don Cornell)
9. WISH YOU WERE HERE (Eddie Fisher)
10. TAKE ME IN YOUR ARMS AND HOLD ME (Paul—Ford)

### Savannah, Ga.

1. HERE IN MY HEART (Al Martino)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. LOVER (Lee—Jenkins)
4. MAYBE (Como—Fisher)
5. SOMEWHERE ALONG THE WAY (Nat "King" Cole)
6. WALKIN' MY BABY BACK HOME (Johnnie Ray)
7. IN THE GOOD OLD SUMMERTIME (Paul—Ford)
8. I'M YOURS (Eddie Fisher)
9. DELICADO (Percy Faith)
10. THE MASK IS OFF (Buddy Costa)

### Memphis, Tenn.

1. HALF AS MUCH (Rosemary Clooney)
2. LOVER (Lee—Jenkins)
3. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
4. BOTCH-A-ME (Rosemary Clooney)
5. MAYBE (Como—Fisher)
6. WALKIN' MY BABY BACK HOME (Johnnie Ray)
7. CARIOCA (Paul—Ford)
8. HERE IN MY HEART (Al Martino)
9. DELICADO (Percy Faith)
10. IN THE GOOD OLD SUMMERTIME (Paul—Ford)

### Philadelphia, Pa.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. HALF AS MUCH (Rosemary Clooney)
3. SUGARBUSH (Laine—Day)
4. BOTCH-A-ME (Rosemary Clooney)
5. YOU BELONG TO ME (Jo Stafford)
6. WISH YOU WERE HERE (Eddie Fisher)
7. STRING ALONG (Ames Brothers)
8. SHOULD I (Four Aces)
9. FORGETTING YOU (Esquire Boys)
10. LOVER (Lee—Jenkins)

### Birmingham, Ala.

1. I'M SAVING ALL MY LOVE FOR YOU (Ted Brooks)
2. HERE IN MY HEART (Al Martino)
3. HALF AS MUCH (Rosemary Clooney)
4. I'M YOURS (Don Cornell)
5. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
6. COCONUT GROVE (Johnny Maddox)
7. RHODE ISLAND REDHEAD (Teresa Brewer)
8. ONCE IN A WHILE (Patti Page)
9. WANTED (Four Aces)
10. TENDERLY (George Auld)

### Shoals, Ind.

1. HALF AS MUCH (Rosemary Clooney)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. MAYBE (Como—Fisher)
4. DELICADO (Guy Lombardo)
5. WALKIN' MY BABY BACK HOME (Johnnie Ray)
6. I'M YOURS (Eddie Fisher)
7. KISS OF FIRE (Georgia Gibbs)
8. HERE IN MY HEART (Tony Bennett)
9. BLUE TANGO (Guy Lombardo)
10. I'LL WALK ALONE (Don Cornell)

### Kansas City, Mo.

1. HALF AS MUCH (Rosemary Clooney)
2. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
3. DELICADO (Percy Faith)
4. WALKIN' MY BABY BACK HOME (Johnnie Ray)
5. I MAY HATE MYSELF IN THE MORNING (Bette McLaurin)
6. I'M CONFESSIN' (Paul—Ford)
7. HERE IN MY HEART (Tony Bennett)
8. MAYBE (Como—Fisher)
9. KISS OF FIRE (Georgia Gibbs)
10. IN THE GOOD OLD SUMMERTIME (Paul—Ford)

### Deadwood, S. D.

1. HALF AS MUCH (Rosemary Clooney)
2. WALKIN' MY BABY BACK HOME (Johnnie Ray)
3. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
4. HERE IN MY HEART (Al Martino)
5. I'M YOURS (Fisher—Cornell)
6. LOVER (Lee—Jenkins)
7. DELICADO (Percy Faith)
8. FOOL, FOOL, FOOL (Kay Starr)
9. MAYBE (Como—Fisher)
10. IN THE GOOD OLD SUMMERTIME (Paul—Ford)

### Tacoma, Wash.

1. AUF WIEDERSEH'N SWEETHEART (Vera Lynn)
2. WALKIN' MY BABY BACK HOME (Johnnie Ray)
3. LOVER (Lee—Jenkins)
4. HERE IN MY HEART (Al Martino)
5. CARIOCA (Paul—Ford)
6. DELICADO (Percy Faith)
7. IN THE GOOD OLD SUMMERTIME (Paul—Ford)
8. MAYBE (Como—Fisher)
9. KISS OF FIRE (Georgia Gibbs)
10. HALF AS MUCH (Rosemary Clooney)



# MUSIC FIELD AGREES

## "Better Programming - Bigger Profits"

**End of 10 and 20 Record Era Brought Programming Problems Into Being Especially as 40 to 104 Selections Came Into Vogue. It Takes Only a Couple of Correct Selections in Each Location to Mean the Difference Between Profit and Loss.**

CHICAGO—In the August 9, 1952 issue, the editorial, "Better Programming—Bigger Profits," attracted a great deal of attention.

This publication queried leading juke box manufacturers for their opinion and, let it be recorded here and now, received a very tremendously favorable response.

The members of *The Cash Box* staff then went all out to contact operators, jobbers, distributors, association heads, and asked each and every one:

"Do you believe that programming by the modern multi-selective automatic phonograph is important today?"

The answers were long and varied in some instances. But, each and every one, in the long run, and especially after rereading the editorial, "Better Programming—Bigger Profits" which had appeared in the August 9 issue stated:

"We agree with *The Cash Box*. Programming is most important today."

Let it be stated here that, before a single operator or distributor phoned, manufacturers had called long distance and advised:

"You have placed one of the most vital factors for today's success in the automatic music industry before the entire field."

In short, as all have suddenly discovered the average juke box distributor does not know, and isn't even able to, name the "top five" current week's tunes, not to speak of the "top ten."

In fact, even his assistant sales force knows just as little as he does about the very thing which his juke boxes are selling—MUSIC!

Now all have become more interested in the top ten tunes which appear in *The Cash Box*, as well as the picks of the week, the best bets of the week, the reviews and what is going big in other areas, what is coming up, and so on and on and on.

All because this publication boldly, courageously and honestly came forth to tell the automatic music industry the truth and nothing but the truth.

As every intelligent automatic music man knows, just a few well chosen records, correctly programmed, can mean the difference between profit and loss on any location anywhere in the nation.

A very pertinent example was what happened in this big bustling city of Chicago this past week.

On the challenge of a well known operator here, the members of *The Cash Box*, in this city's office, went with him to one of his "foreign speaking" locations.

He had a multi-selection machine in the spot.

After a few beers and some discussion with the bartender as well as

some of the patrons who were in the place at the time, it was discovered that these people would "love to hear" some of the recordings of their homeland "in their own language."

It is only a short week ago.

This operator has just reported:

"I don't know what to say. I can only tell you this. I've collected over \$12 more in this box than I ever did before."

In short, a careful and intensive study of the location produced the fact that just a couple of correctly chosen records carefully programmed had produced tremendous revenue.

Yes, there is no longer any argument, according to the many, many answers which this publication has received to its editorial in the August 9, 1952 issue of this magazine that: "Better Programming — Bigger Profits."

### Gottlieb Busy With Foreign Shipments

CHICAGO—Alvin Gottlieb of D. Gottlieb & Company, advised this past week that the firm is extremely busy at this time with shipments to foreign countries.

Among these countries he included the Philippines, Cuba, Canal Zone, Venezuela and Switzerland.

He stated, "This has set an entirely new pattern for our present shipping of all our new equipment."

"In fact," he continued, "some of our distributors may be somewhat annoyed at this time because we haven't been able to rush new machines to them as fast as we formerly did."

"The only reason for this," he claims, "is because we are up against two different types of shipping—the one for the domestic market and the one for the foreign market. Each is entirely different and the foreign shipments slow down our shipping department considerably."

"The new games are coming off our production lines at the usual steady clip and, as our shipping department falls into line with our foreign cratings, we will be able to deliver so much speedier."

Distributors of the Gottlieb firm were urged by Alvin Gottlieb to take into consideration the fact that the firm's shipments to foreign countries continue to increase and to anticipate their needs as far in advance as possible.

### MOA Convention Gathers Great Momentum

OAKLAND, CALIF.—George A. Miller, national president of Music Operators of America (MOA) advises the trade this week that a complete program of the forthcoming MOA Convention being held at the Congress Hotel, Chicago, September 11 to 13, will be released very shortly.

"There will be representatives from the manufacturing companies, the record companies, public relations firms, members of Congress, and many others, who will take part in the MOA meetings," stated Miller, "and the music machine operators can be assured of a full program."

"Hirsh de LaVie of Washington, D. C., is arranging previews at some of the motion picture theatres in Chicago, and there will be luncheons sponsored by other groups which will go along as part of the entertainment. Tickets for various radio and television shows are being obtained for the women folk, and plenty of entertainment will help make the convention an interesting one."

"Record companies will present recording stars in their exhibit rooms, some of whom will take part in the floor show at the banquet to be held on the evening of September 12. In ad-

dition an all professional floor show has been arranged.

Miller advises that the convention is gathering momentum daily, and the enthusiasm is being felt more each day from correspondence reaching the association offices.

"Ray Cunliffe and Phil Levin will spend the next thirty days making arrangements at the Congress" Miller discloses. "The exhibit rooms are more beautiful than we've ever had, and it looks like the Congress Hotel might be the headquarters for the Music Operators of America in the future."

Miller stresses the point that every operator and exhibitor who plans on attending should make reservations immediately. "Either write, wire or call the Convention Department at the Congress Hotel" advises Miller, "and say you want reservations for the Music Operators of America Convention, and you will be taken care of. Either Ray Cunliffe or myself at MOA headquarters will handle your reservation if you so desire, but for quick confirmation, make your reservation direct."

Many reservations for exhibit space have already been received. (See Page 21).

### Bally's Softball Team On Winning Streak



CHICAGO—The Bally soft ball team, pictured above, is nursing a terrific winning streak which has all the firm's employees and execs highly excited. Members of the team are: Back row, l to r: Dick Ziembicki, Harry Richert, Bill Smale, Ed Sorenson, Bob Harpling, Stan Logisz, Jack Ziemke, Ed Walenda. Front row, l to r: Frank Baron, Pat Harry, Paul Calamer, Chuck Nelson, Bob Calameri, Bob Mousel and Sam DiDomenico.



# "Sing a Song of Sixpence"

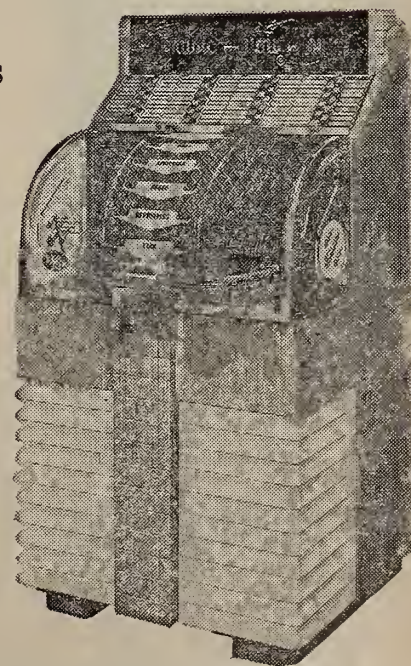


Sing a song of sixpence,  
With pockets full, these guys  
Praise the Model "D"  
As the box they prize.  
When the "D" is opened  
They all begin to sing,  
To see the cash box brimming  
With a ransom for a king.

When the operator empties the cash box from his Model "D" he has plenty of reason to burst into happy song. He sees a take that reflects the ability of the "D" to prompt heavy play. But even more important is his delight that few, if any, of the coins collected need be spent for repairs and service.

## AMi Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan



THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

"It's What's in THE CASH BOX That Counts"





# SAVE MONEY! SMASH GO PRICES!!

BIGGEST CLOSEOUT IN OUR HISTORY



FIVE STAR, Very Clean	\$125.00
CONEY ISLAND	375.00
BRIGHT SPOTS	395.00
BRIGHT LIGHTS, Drop Chutes	295.00
ABC's, Very Clean	225.00
SPOT LIGHTS	425.00
CITATIONS	29.50
TURF KING5, Very Clean	139.50
CHAMPIONS	64.50
WINNERS, Like New	85.00
HAYBURNERS	249.50
RCA RADIOS (25c Chutes)	22.50
PONY EXPRESS, Like New	275.00
MUTOSCOPE PHOTOMATICS	640.00
MUTOSCOPE VOICE-O-GRAPHS	395.00
WILCOX-GAY RECORDIOS	175.00
CHICOIN BASKETBALL CHAMPS	250.00
CHICOIN GOALEES, Very Clean	125.00
BALLY HOOK BOWLERS	145.00

EXHIBIT DALE GUNS	\$ 65.00
CHICOIN 4 PLAYER DERBY, NEW	WRITE
EXHIBIT BIG BRONCO	WRITE
RISTAUCRAT Music Boxes	64.50
ACORN CHARM VENDORS	12.50
KICKER & CATCHERS, Like New	15.00
POP-UPS	12.00
MILLS PANORAMS	200.00


## NOTICE!

It's impossible to list all our machines here. Write for any machine you want that is not listed here. PRICED LOWER THAN YOU'VE EVER BEEN ABLE TO BUY IT BEFORE. Write. Phone. Before you buy—CALL ON US!!

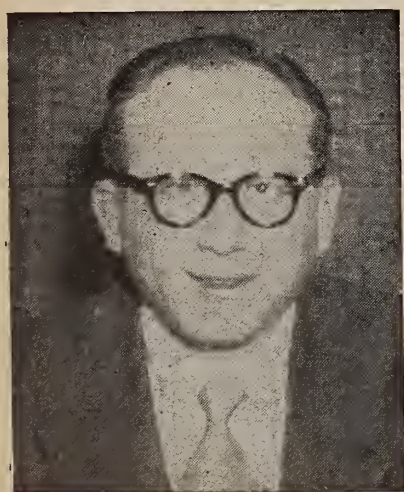
**MONROE**

COIN MACHINE EXCHANGE, INC.  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
(Tel.: Superior 1-4600)

# Keep Your Eyes On Keeney

  
**J. H. Keeney & CO. INC.**  
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

## Williams Mfg. Co. Steps Up Production On "Long Beach"



SAM STERN

CHICAGO—The din of a factory working at top speed is always music to the ears of the people in the industry.

That's the kind of music your reporter encountered when he visited the Williams Manufacturing Company this past week.

Not only the din and rattle and plunk, plunk noises, the kind of noises that seem to somehow make themselves an integral part of coin machines manufacture, but, the smiling faces of the employees on the job full time, as well as the beaming of the superintendents, foremen, engineers, and all the others who comprise the speeded-up production lines at all and any factories in this coincenter.

Having returned from this very fast, sneak visit to the factory itself, your reporter was given an interview with Sam Stern, executive vice-president and general manager of Williams Manufacturing Company.

Your reporter asked, "Isn't it a fact that your production is bigger and faster than it was last week, when you first introduced 'Long Beach'?"

Sam Stern answered, "You can tell the industry," he smiled, "that this stepped-up production you have just seen is due to the many, many re-orders which we have received (and here he pulled out a pile of notes which were the result of long distance phone calls) but, which were also due to the fact that 'Long Beach' had clicked with operators because it was lower priced.

"Also," Sam Stern reiterated, "because it has just what the operators want."

Result, according to Sam Stern, is that the factory will continue to up and up production to equal demand.

He stated, "You can print, for the benefit of all in the field who buy 'Long Beach,' that we will protect them by shorting the run at the right time."

**Special Sale!**

Practically new and rebuilt  
STATLER Cigarette Machines,  
8 Col., 1 King Size  
Capacity Ea. **\$50**

**Supreme Distributors, Inc.**  
3700 N. E. 2nd AVENUE, MIAMI 37, FLA.

## Empire Named Distribs For "Auto-Photo" In Five States

### Have Illinois, Michigan, Wisconsin, Indiana And Ohio. Elmer Schmitt Named Gen'l Mgr. Of New Dept. Already Covering Chain Stores



GIL KITT

CHICAGO — Auto-Photo Company of Los Angeles, Calif. has just appointed Empire Coin Machine Exchange, this city, as exclusive distributors for the firm's well known automatic photograph merchandiser for five states.

The states to be covered by Empire will be: Illinois, Michigan, Wisconsin, Indiana and Ohio.

Gil Kitt of Empire announced this past week that Elmer Schmitt has been named general manager of the Auto-Vend Division of Empire Coin Machine Exchange.

Schmitt has been active in the automatic photography business for over 15 years in this area. He was one of the original pioneers to handle the Mutoscope Photomatic when it was first introduced.

Gil Kitt also announced, "Within 30 days we will be located in some of the most outstanding chain stores in the nation.

"Arrangements have already been made with the Neisner stores," he continued, "and we are also now arranging for tests in twelve key stores of the biggest chain of all, Woolworth's. We will make a ninety day test for the Woolworth stores.

"In addition," he said, "we are placing Auto-Photos in the Balaban & Katz theatre chain here in Chicago. Other theatres will also be covered."

Elmer Schmitt stated, "The reason I so heartily recommend that operators buy the Auto-Photo is due to the four different poses for 25c, as well as the attractiveness and mechanical precision trouble-free operation of this machine. I've been in the automatic photo business for over 15 years and this is the very first time that I can wholeheartedly recommend that every operator in our five state territory get into the automatic photography business."

The Auto-Photo machine was seen by operators at the past two conventions here in Chicago. It has also been on display at various other conventions.

This is the first time that representation here has been arranged and Empire Coin Machine Exchange is planning an unusual program to assure interested operators in the five states they cover the finest and closest service and cooperation.

Gil Kitt said, "Any interested operator should get in touch with us immediately. We have a merchandising plan for Auto-Photo which, we are certain, will prove of tremendous interest to him."

## New President Of Guardian Electric



FRANK ROWELL, JR.

CHICAGO — Frank Rowell, Jr., elected to the office of president of Guardian Electric Company, this city, steps into the position held by his late father, F. F. Rowell, Sr., who died July 20. (Story August 16 issue of The Cash Box.)

Rowell, Jr. has been with the firm since its inception in 1932.

## N.O. Coin Family Visit Bally Plant



CHICAGO—On a recent visit to the windy city, Joe Isaacson of New Orleans Novelty Company, New Orleans, La., Mrs. Isaacson and their daughter stopped off at the plant of Bally Manufacturing Company.

We see the family in the above picture, with the young girl availing herself of the opportunity of a free ride on "The Champion" mechanical horse displayed in the factory's showrooms.



**NOW! The Ride That Has Everything!**  
**SUPER-SONIC--SUPER-SENSATIONAL**

# ATOMIC JET

**"Every Take-Off A Pay-Off"**

It blasts off on "atomic power"! It fires atomic guns! It rocks and rolls as it speeds through the "stratosphere"! You feel the air sweep past! Flying lights flash on and off during the flight!

Here is the greatest traffic stopper in kiddies' rides ever developed!

**It's New!**

**It's Safe!**

**It's Thrilling!**

**ATOMIC JET HAS MORE SPECIAL FEATURES THAN WERE EVER BUILT INTO ANY SINGLE RIDE BEFORE!**

- ★ Realistic Radarscope on dash directs fire against "enemy" planes
- ★ Atomic Jet is low slung so child can get in and out by himself without necessity of ladder
- ★ Crystal lights on dash flash to attract play while plane is idling
- ★ You hear the rat-tat-tat of the guns, the blare of the air whistle, and see the flashes of atomic rays

## ATTENTION OPERATORS!

You will want to see this great ride in action, to prove to yourself that this is truly the greatest money-making opportunity ever to come your way.

**SEE ATOMIC JET ON DISPLAY IN ANY OF THESE DISTRIBUTOR SHOWROOMS . . . .**

**Active Amusement Machines Co.**

666 N. Broad St.  
Philadelphia, Pa.

**Double U Sales Corp.**

1101 Cathedral St.  
Baltimore, Md.

**Brilliant Music Co.**

19963 Livernois Ave.  
Detroit, Mich.

**Culp Dist. Co.**

1405 E. First St.  
Tulsa, Okla.

**Automatic Enterprises**

2321 W. Pico Blvd.  
Los Angeles, Calif.

**Bush Dist. Co.**

286 N. W. 29th St.  
Miami, Fla.

**Advance Automatic Sales Co.**

1350 Howard St.  
San Francisco, Cal.

**Sheldon Sales, Inc.**

881 Main St.  
Buffalo, N. Y.

**Belgo-American**

112 rue des Plantes  
Bruxelles, Belgium

**Service Games**

210 Mokuaua St.  
Honolulu, Hawaii

**SEE ATOMIC JET — THEN ORDER IT! AVAILABLE FOR IMMEDIATE DELIVERY!**

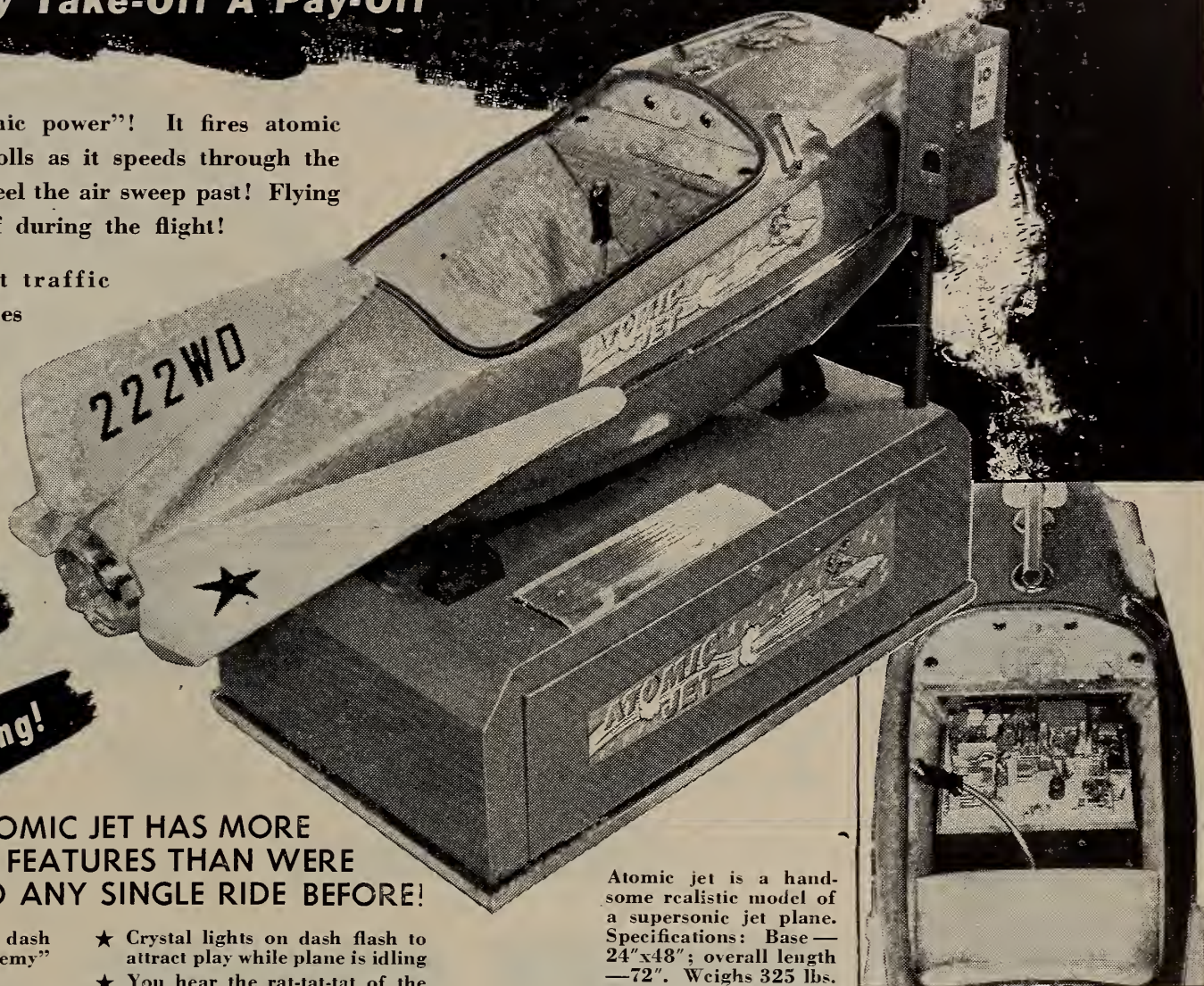
Manufactured by NASCO exclusively for

**ATTENTION, DISTRIBUTORS**  
 Choice Territories  
 Are Now Open!

# CONAT SALES CO., INC.

**EXCLUSIVE WORLD WIDE DISTRIBUTORS**

631 10th Avenue, New York 36, N. Y. • Circle 6-4100



Atomic jet is a handsome realistic model of a supersonic jet plane. Specifications: Base—24"x48"; overall length—72". Weighs 325 lbs. (Approximately). Operates on standard 110 volt AC current.

All electronic parts of Atomic Jet are set under cockpit dash panel where they are easily accessible for servicing if necessary. All mechanical parts are accessible through two doors and hatchway in base. All doors open with keys. All parts are removable with thumb screws, switches, and Jones plugs—making Atomic Jet unequalled technically. A schematic diagram of its electrical construction is shipped with each machine.



# Bally PALM BEACH

SENSATIONAL PROFIT-PROVED "IN-LINE" REPLAY HIT!

12 Great Features in 1 Great Game

**1 • NEW SUPER-CARDS**

PRODUCE SUPER-PROFITS  
See this new extra-coins attraction  
in action at your Bally Distributor.

**2 • NEW STAR ROLL-OVERS**

"SPOT" UP TO 5 NUMBERS BY SKILL

**3 • POPULAR "IN-LINE" SCORES**

3, 4, 5-IN-LINE ON MASTER-CARD  
3-IN-LINE ON SUPER-CARDS WHEN LIT

**4 • CORNERS SCORE 400**

ON SUPER-CARD WHEN LIT  
MASTER-CARD CORNERS SCORE 200

**5 • MYSTERY "SPOTTEM" FEATURE**

IN ADDITION TO STAR "SPOTTING"

**6 • EXTRA BALLS FEATURE**

ATTRACTS EXTRA COINS EVERY GAME

**7 • FAMOUS ADVANCING SCORES**

GREATEST SCORING APPEAL  
IN PINGAME HISTORY

**8 • SPECIAL SUPER-CARD SCORES**

3-IN-LINE IN SUPER-CARDS  
SCORE 4-IN-LINE SCORES

**9 • SELECTIVE-BUTTON PLAY**

INSURES BIG EXTRA-COIN PROFITS

**10 • GAY HOLIDAY COLORS**

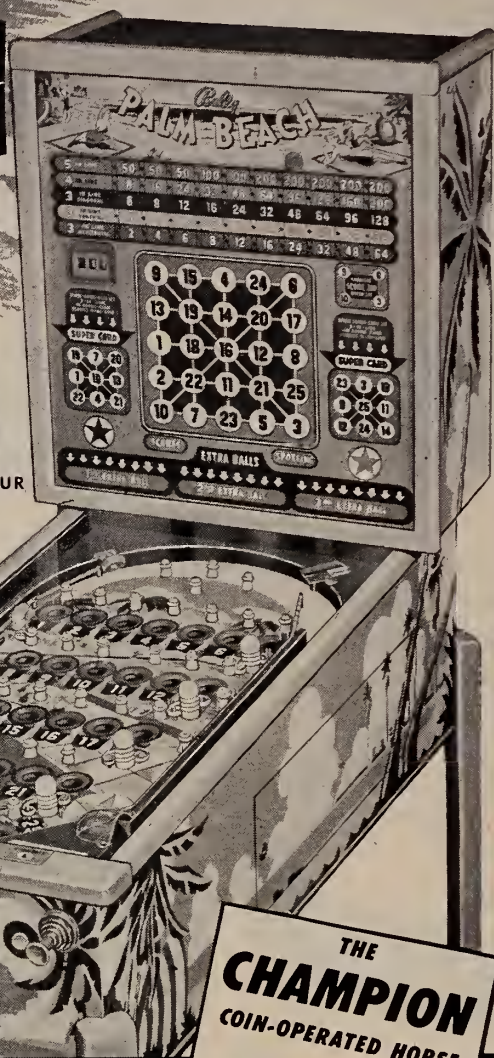
IN BACKGLASS, CABINET  
AND PLAYFIELD

**11 • ILLUMINATED  
PLAYFIELD**

**12 • TROUBLE-FREE  
MECHANISM**

NATIONAL REJECTOR

ORDER FROM YOUR  
BALLY  
DISTRIBUTOR  
TODAY!



THE  
**CHAMPION**  
COIN-OPERATED HORSE  
See Back Cover

**Bally**

MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

## WANTED

TO BUY

**Highest Prices Paid**

Wurlitzer 1400

Mutoscope SKY FIGHTER

Exhibit DALE GUN (All Models)

Gottlieb BASKETBALL

Gottlieb BOWLING CHAMP

Gottlieb NIAGARA

Gottlieb WILD WEST

Gottlieb MINSTREL MAN

Gottlieb GLOBE TROTTER

Chi. Coin CHAMPION

Williams HARVEY

LATEST FIVE-BALLS

WIRE — PHONE — WRITE

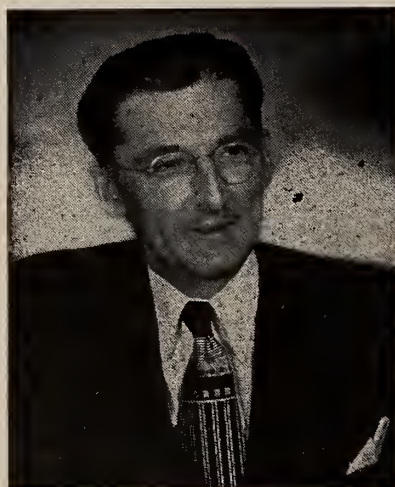
**INTERNATIONAL  
AMUSEMENT COMPANY**

1423 SPRING GARDEN STREET  
PHILADELPHIA 30, PA. (Tel.: RI 6-7712)

## J. A. (Art) Weinand Joins Exhibit Supply



J. A. (ART) WEINAND



FRANK MENCURI

CHICAGO—J. A. (Art) Weinand joined the sales department of Exhibit Supply, this city, this past week, according to Frank Mencuri, general sales manager of Exhibit. Weinand was formerly with Rock-Ola Manufacturing Corporation.

"This is a very thrilling announcement," said Mencuri. "Weinand has been associated with the industry for so many years, and has a close friendship with a great many people from coast to coast. We here at Exhibit are extremely happy that he has joined our sales department. We are fully confident that he will be of great help

to every single operator, jobber and distributor."

Weinand, tremendously happy with this new position, stated, "I'm stepping into this new job with Exhibit, ready to use all my knowledge and contacts I've made over the many years in the industry. I shall use every bit of energy and experience to serve every one of Exhibit's customers in an effort to see that they profit from the wonderful equipment this factory is producing for them at this time, and the equipment which will be offered in the future."

## "Atomic Jet" Clix

NEW YORK—Nat Cohn of Conat Sales Co., Inc., this city, reports that distributors of his "Atomic Jet" space ship (manufactured exclusively for Conat by Nate Schneller, Inc.—NASCO—of Philadelphia) are flooding his office with orders as a result of the simultaneous showings held this past week thruout the country.

The factory immediately made provisions to step up its production to handle volume orders.

"We are thrilled by the overwhelming response of the country's coin machine operators," stated Cohn, "and are making every effort to boost production to the point where we'll be able to keep quantity shipments going out to our distributors."

The photo below shows a couple of small fry taking a ride on the "Atomic Jet" as it is being readied to be placed on a Sabena Belgium airline for shipment to the Belgium distributor, Belgo-American, Brussels.



## America's Finest FISHING EQUIPMENT

Send For Your

**FISHING CATALOG**

**SHEFFIELD SALES**

(Formerly: Ace Premium Sales Co.)  
3198 MILWAUKEE AVE., CHICAGO, ILL.  
(Tel: AVenue 3-9838)





For Months of Profits...

# Gottlieb's Happy Days

## A Player's Game ▶

2 "POP BUMPERS  
2 SUPER-SCORING  
CYCLONIC KICKERS  
2 SUPER-POWER  
FLIPPERS

NO  
OUT  
HOLES!

HIGH SCORE  
to 7 MILLION  
for REPLAYS

X's and O's  
may be controlled  
by skill play—  
register in lights  
on backglass

16 Winning  
"Tic-Tac-Toe"  
Combinations  
for Replays

CENTER HOLE  
Lights Side  
Contacts for  
SUPER HIGH  
SCORING

1 to 8  
SEQUENCE  
Lights 2  
Roll-Overs  
for REPLAYS

EACH HOLE  
AWARDS  
½ MILLION  
SCORE

9 BALL TRAP HOLES—  
INSURE SPEEDILY COMPLETED  
PLAY EACH GAME!

## An Operator's Game! ▲

IMMEDIATE  
DELIVERY

From Your  
DISTRIBUTOR

**D. Gottlieb & Co.**

1140-50 N. Kostner Ave.  
Chicago 51, Illinois

"There Is No Substitute for Quality!"

## Wurlitzer Conducts Distrib Service Refresher Courses

NO. TONAWANDA, N. Y.—The Rudolph Wurlitzer Company currently has underway a series of refresher training schools which place the training emphasis on pre-trouble maintenance. This was announced by Ed Wurgler, general sales manager of the company.

Wurgler gave the following information. A series of six service schools are being operated by the factory in easily reached strategic locations throughout the country. They are under the guidance of Joe Hrdlicka, field service manager. The first of these schools was held in Buffalo, August 4th and 5th, with training being done at the factory. Wurlitzer distributors who sent in their servicemen included Century Music Distributors, Buffalo, N. Y.; Angott Distributing Company, Detroit, Mich.; Bilotta Distributing Company, Newark, N. J.; Cruze Distributing Company, Charleston, W. Va.; Music Distributing Company, Pittsburgh, Pa.; and Northern Music, Inc., Cleveland, Ohio.

A second school, held August 7th and 8th at Young Distributing, Inc., N. Y., included the servicemen from Active Amusement Machines Company, Philadelphia, Pa.; O'Connor Distributors, Inc., Richmond, Va.; Poole Distributors, Inc., Boston, Mass.; and Winters Distributing Co., Inc., Baltimore, Md., as well as those from the Young organization.

A school for the servicemen of the southeastern distributors was under way on August 11th and 12th at the F. A. B. Distributing Company in Atlanta, Ga., and was attended by the servicemen from Bush Distributing Company, Miami and Jacksonville, Fla.; Cain-Cailhouette, Inc., Nashville, Tenn.; and Louisville, Ky.; Brady Distributing Company, Charlotte, N. C., and men from the F. A. B. office in New Orleans and Columbia, S. C., as well as Atlanta.

On August 14th and 15th a main-

tenance and refresher course will be held at Commercial Music Co., Inc., Dallas, Texas. In attendance will be servicemen from Culp Distributing Company, Oklahoma City and Tulsa, Okla.; Steele Distributing Company, Houston, Texas; Williams Distributing Company, Memphis, Tenn., as well as representatives from Commercial's San Antonio and Dallas, Texas offices.

From Dallas the long jump to San Francisco will be made where Joe Hrdlicka will conduct classes on August 18th and 19th for servicemen from Draco Sales Co., Denver, Colo.; Paul A. Laymon, Inc., Los Angeles, Calif.; Maestro Music, Inc., Tucson, Ariz.; Northwest Sales Company, Seattle, Wash., as well as those servicemen from Emarcy Distributing Company.

The last school will be held August 12th and 22nd at Coven Distributing Co., Chicago, Ill. Here eight distributors' servicemen will be trained in the latest methods of Wurlitzer maintenance and service. Distributors represented will include Wurlitzer Distributing Company, St. Louis, Mo.; Central Music Distributors, Kansas City, Mo.; and Omaha, Neb.; Lieberman Music Company, Minneapolis, Minn.; Sandler Distributing Company, Des Moines, Iowa; T & L Distributing Co., Cincinnati, Ohio; United, Inc., Milwaukee, Wis., and, of course, servicemen from the Coven organization.

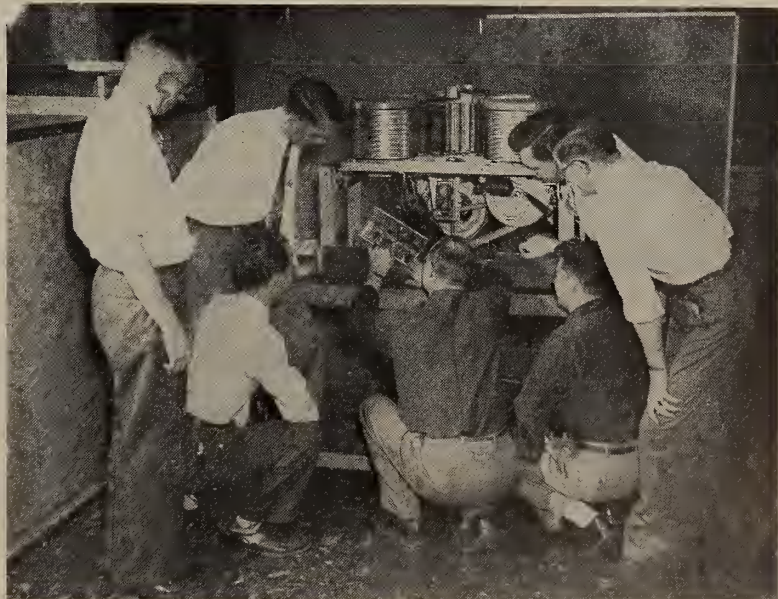
Wurgler indicated that he would personally attend all of the schools and would have personal talks with distributors in the cities where the training groups met.

"There are thousands of our Model 1500 phonograph on locations today," said Wurgler. "The Majority of the men who will take this refresher and maintenance course have previously had factory instruction on servicing this 104 selection phonograph. Since the original school we have developed certain steps and practices which will

help insure continually satisfactory performance of the phonograph.

"The old adage 'An ounce of prevention is worth a pound of cure' can well be applied to the automatic music business. If these distributors' servicemen, upon completion of our refresher and maintenance course, will work with the operators' servicemen to assure that they keep the phonograph in good repair, it will pay dividends all the way around in minimizing unexpected and unwanted service calls.

"I believe," said Wurgler, "that Joe Hrdlicka is extremely well equipped to get across the service and maintenance shortcuts to the distributor service organizations.



Firts they watch—then they do. A group of Wurlitzer distributors' servicemen watch as Bob Tuttle of engineering makes an adjustment in the electronic position of Wurlitzer 1500 mechanism. Tuttle aided Joe Hrdlicka in running the factory school.

## DOWN GO PRICES!

HANDICAP (Closeout)	\$275.00
NIFTY	125.00
SHOO SHOO	125.00
Bally CHAMPION	39.00
Bally TURF KING	139.50
Bally SPOT LITE	425.00

## MANY OTHER GREAT BARGAINS!

WRITE! WIRE! PHONE!

**LAKE CITY AMUSE. CO.**  
4533 PAYNE AVE., CLEVELAND, O.  
(Tel.: HE 1-7577)



Chicago Coin's

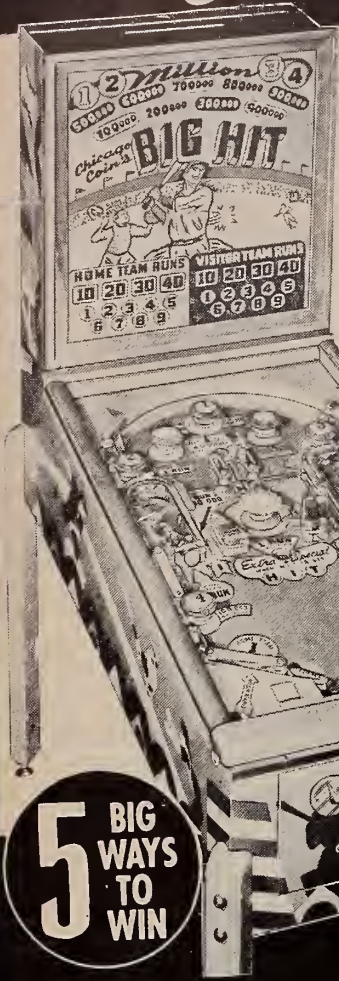
5-BALL HIT

**BIG HIT**

HOME TEAM  
vs VISITORS

FAST

"CROSS FIELD ACTION"



**5** BIG  
WAYS  
TO  
WIN

"HOME RUN"  
2-TARGETS  
2-POWER  
FLIPPERS

HIT SCORING  
LANES LITE  
"EXTRA SPECIAL"  
KICKOUT POCKET

**CHICAGO COIN MACHINE COMPANY**

Chicago Coin's

6 PLAYER

**MATCH BOWLER**

Sensational "2-WAY" MATCHING FEATURE

1. MATCH  
A  
NUMBER

2. MATCH  
A  
STAR

EASY TO READ

"INDIVIDUAL" SCORING DRUMS

• FORMICA  
• "FLY-AWAY" PINS  
• REBOUND

• PLUS  
OTHER  
BOWLING  
ALLEY  
FEATURES



SIZE  
8 FT. x 2 FT.

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

IT'S HERE THE TRUEST AUTOMATIC PITCHING  
MACHINE EVER MADE . . .

**"PITCH-O-MATIC"**

TROUBLE FREE BECAUSE IT'S  
PRECISION ENGINEERED!

It's Here . . . The First True Automatic Baseball Pitching Machine . . . "PITCH-O-MATIC"! Real Big League Baseball Pitching Action. The one and only automatic baseball pitching machine that is TROUBLE FREE — Because It's PRECISION ENGINEERED!! Built by experienced coin machine men who KNOW WHAT YOU NEED TO EARN BIGGER AND BETTER PROFITS. Call around today—SEE "PITCH-O-MATIC" . . . the answer to the operators' prayers!! "PITCH-O-MATIC" IS READY TO EARN YOU MORE MONEY THAN YOU'VE EVER BEFORE ENJOYED. All arrangements for setting up a complete operation of "PITCH-O-MATIC" completely and carefully taken care of for you without any extra charge. WRITE, WIRE, PHONE!!

QUANTITY DELIVERIES START SEPT. 15th

**COIN-O MANUFACTURING CO., INC.**

3435 NO. SHEFFIELD, CHICAGO 13, ILL. (Tel: GR-7-3780)

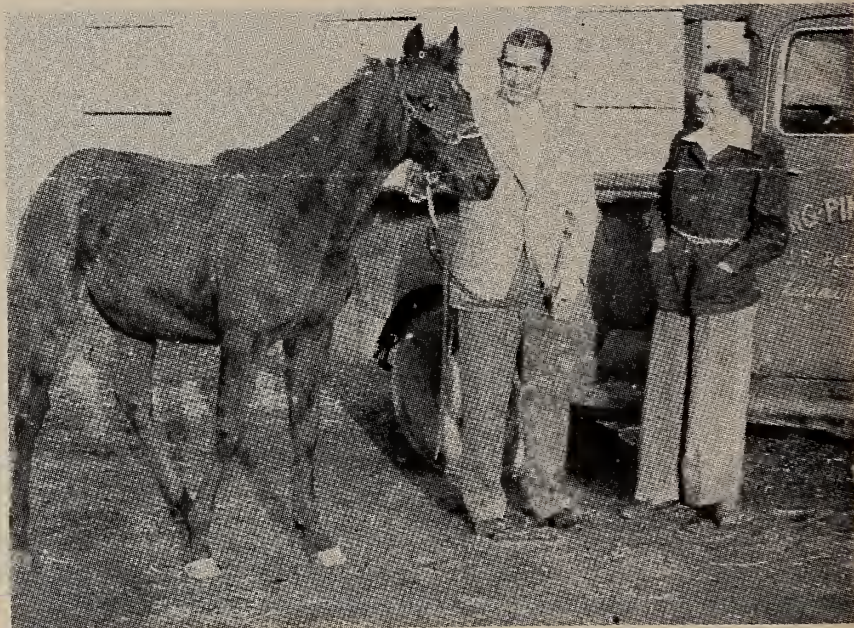
**More Than 125 To Exhibit At NAMA**

CHICAGO—Ernest H. Fox, general convention and exhibit chairman of the National Automatic Merchandising Association's 1952 Annual Convention and Exhibit, which will be held at the Palmer House, September 14 to 17, says it is now a certainty it will be the largest in the history of the association.

According to J. S. Mill, exhibit sales

chairman, approximately 125 companies will exhibit, with more new products, new developments, and new models of equipment than have ever been exhibited at any previous N. A. M. A. show. "This display is indicative of the steady growth of automatic merchandising," stated Mill. "It will afford all those attending to see what is new in vending."

**Pete's A Big Horseman**



**Appoints Design Firm**

CHICAGO—The George W. Walker industrial design organization of Detroit has been appointed as product stylist for Mills Industries, Inc., this city, according to an announcement by A. E. Tregenza, Mills' executive vice-president.

The Walker organization will re-style Mills' line of automatic machines, which include candy, gum, carbonated drinks and citrus juices.

KALAMAZOO, Mich.—J. R. "Pete" Pieters, King-Pin Equipment Company, this city, pictured above with Mrs. Pieters and the colt, Jaloma, Pete recently purchased at Lexington, Ky. The horse's name, Jaloma, contains the first two letters of the Pieters' daughters—Janee, LOrrie and Mary Beth.

Pete, who has a large route of Bally's "The Champion" mechanical coin operated horses raking in the shekels for him, makes a point with "My racing-horses don't make as much money as Bally's 'The Champion,' but we do get a big bang out of them."





Deluxe  
in every  
detail!  
Beautifully  
illuminated  
playfield!  
PLENTY  
OF  
ACTION!

**NEW!** **SENSATIONAL!** **EXCITING!**  
*Williams*  
**LONG BEACH**  
3 CARD—5 BALL with NEW DOUBLE SCORE  
GAME-TO-GAME FEATURE FOR REPEAT PLAY!

3-4 OR 5 ADJOINING NUMBERS CONNECTED BY WHITE  
LINES IN ANY SECTION SCORE REPLAYS

**NEW "DOUBLE" FEATURE** CARRIES OVER FROM  
GAME TO GAME UNTIL SCORED. NOTHING LIKE IT EVER  
BEFORE! IT'S EXCLUSIVE WITH LONG BEACH AND THE  
GREATEST CARRY-OVER OF ALL TIME!

**RETURN BALL POCKET** WHEN LIT ADVANCES  
ARROW ACROSS BACKGLASS TO DOUBLE SCORE.  
REMAINS LIT FROM GAME TO GAME UNTIL SCORE  
IS MADE IN EACH SECTION!

★  
**EXTRA BALL FEATURE:** PLAYER CAN "BUY"  
UP TO 3 ADDITIONAL BALLS WITH EXTRA COINS!



*It's*  
**"LONG BEACH"**  
BY WILLIAMS  
**LONGER ON  
PROFITS!**



## Runzel's New Type Wiring Service



CHICAGO—Recent advances made in the field of electronics have brought about many changes in machine design and operation. Manufacturers of machine tools of every description have electrified their products. Push-button control, individual motor drive, induction heating and brazing, metal hardening and annealing, inspections by means of electronics, ad infinitum.

Electrification of machine tools has brought lower production costs, faster and greater production per man-hour; both vital factors in times of preparation for National Defense.

In many cases knowledge of electronics is responsible for improved products and the conservation of materials. Very often the proper application of electronics involves intricate wiring systems, requires the services or advice of skilled and trained electrical engineers and the facilities of their professional laboratories.

Complex wiring harness, completely assembled, finished and terminated,

with shielded leads and jacks, terminals and/or plugs properly attached, ready for installation in the various electronic devices and machines, are being fabricated by specialists, trained in wire harness assemblies and design. Trained personnel and special equipment round out a highly efficient service to machine tool manufacturers.

The above photo showing a typical wire harness in process of assembly at the Runzel Cord & Wire Co. plant, illustrates a new type of service available to manufacturers of electrically operated machinery and devices.

## AMI Declares Dividend

GRAND RAPIDS, Mich.—AMI Incorporated today declared a dividend of 15 cents payable Aug. 22 to stockholders of record Aug. 15 on the 220,870 shares of common stock outstanding.

## AMI Reports 6 Months Income



JOHN HADDOCK

GRAND RAPIDS, Mich. — AMI Incorporated today reported net income of \$156,272 for the six months ended June 30, 1952, equivalent to 70 cents per share on the 220,870 shares of common stock outstanding, after provision for Federal income and excess profits taxes.

Citing the high tax burden, John W. Haddock, AMI president, pointed out that income before taxes amounted to \$520,907 or \$2.35 per common share. Provision for Federal taxes in the first half totaled \$364,635, substantially more than double the net income, he said.

Haddock explained that sales volume and gross earnings exceed the 1951 period.

AMI's progressive trend this fiscal year, he declared, could be measured by the fact that net income in the second quarter of \$91,066 represented a 39 percent increase over earnings of \$65,206 in the first quarter.

**ON TOP OF THE WORLD**

**AMI** **0-80**

**RUNYON SALES COMPANY**  
Factory Representatives for AMI Inc.  
Bally Mfg. Co., J. H. Keeney & Co., Inc.  
Permo Inc.

593 10th Ave., New York 18, N.Y., LO 4-1880  
123 W. Runyon St., Newark 8, N.J., BI 3-8777

**CLOSEOUT!**

Seeburg '46	\$99.50
Seeburg '47	139.50
Rock-Ola '49 and '50	
(like new)	295.00
Seeburg Wall Boxes	
(Brand New)	22.50
Packard Wall Boxes	5.95
1/3 Deposit, Balance C. O. D.	
WRITE — WIRE — PHONE	

**DAVID ROSEN**  
Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA 23, PA.  
PHONE: STEVENSON 2-2903



# IMPORTANT NOTICE For The Next 7 Years

## END-OF-MONTH INVENTORY ISSUE

**WILL BE DATED: AUG. 30, 1952**

**ALL ADVERTISING CLOSES IN  
THE NEW YORK PUBLICATION OFFICES  
OF "The Cash Box" FRIDAY, NOON..**

**Aug. 22, 1952**



The sensation created by the first edition of *The Cash Box* "End-Of-Month Inventory Issue" (July 26, 1952) will never be forgotten by all in this industry. The praise and commendation which was heaped upon this publication after the publication of that first edition of *The Cash Box* "End-Of-Month Inventory Issue" is still reverberating throught the entire industry. The legal fact remains that, not only are all leaders of the industry using this simplified and commendable method for proving their valuation and depreciation, not only have many asked for reprints for themselves to be used 'weekly,' but, all who have filled out the "End-Of-Month Inventory Issue" of "The Confidential Price Lists" are saving this issue for SEVEN YEARS . . . because that is the LEGAL STAT-

### UTE OF LIMITATIONS.

Therefore, as an advertiser who seeks the type of issue wherein he can obtain constant and continued reference to his products and his firm, certainly SEVEN YEARS should prove of TREMENDOUS VALUE TO ANY SUCH ADVERTISER.

The next issue of *The Cash Box* "End-Of-Month Inventory Issue" of "The Confidential Price Lists" will appear in the AUGUST 30, 1952 issue. This issue closes in the New York publication offices of *The Cash Box* on Friday, Noon, AUGUST 22, 1952. (The same issue closes in the Chicago offices of *The Cash Box* on Thursday, 5:30 P. M., August 21, 1952, and in the Los Angeles offices of *The Cash Box* on Wednesday, 5:30 P. M., August 20, 1952.)

WHEN YOU THINK OF "ADVERTISING VALUE FOR YEARS TO COME" (7 YEARS TO BE EXACT) THINK OF THE "End-Of-Month Inventory Issue" of *The Cash Box* AND RUSH YOUR AD IMMEDIATELY.

## THE CASH BOX

26 West 47th Street

New York 36, N. Y.

Phone: JUDson 6-2640

Chicago Office

32 West Randolph Street  
Chicago 1, Ill.

Phone: DEarborn 2-0045

Los Angeles Office

6399 Wilshire Boulevard  
Los Angeles 48, Cal.

Phone: WEbster 3-0347



Joe Young and Abe Lipsky, Young Distributing, two of the happiest men on coinrow. "Now that the Wurlitzer factory personnel are back from their vacation period, we are anticipating rapid deliveries of the Model 1500, the 104 record job. We have so many orders backlogged that it's going to take us some time to fill them, especially as the operators are continually placing new orders every day." . . . Jimmy Talisano, president of the Connecticut State Coin Association, boasting about the new arrival at his home, Michael Joseph, who arrived at the end of June. "Mike should soon become a favorite recording artist" chuckles Jimmy, "as his crying voice is as good as Johnny Ray's right now." . . . Mike Munves back at the office after his week's vacation in the Catskill Mountains. Unfortunately, Mike wasn't able to enjoy himself completely as the virus bug caught up with him, keeping him in bed a few days. He's still a little groggy. With George Fleckenstein, Mike's manager, away for a two week vacation, Rose Munves (the missus) filling in. . . Irv (Kempy) Kempner, Runyon Sales Co., takes young Nate Sugerman (Shugy's son) with him this week when he covers the Connecticut territory. This is the last trip Nate will make for "papa" Shugy, as he enters Bucknell College in September. Kempy, by the way, will take a short vacation after this Connecticut trip. . . Jack Wilson, Modern Vending Co., Newburgh, N. Y., spent a few days in town with his wife, Betty, and two kids.

We have a letter from an Atlanta, Ga. music op who bemoans the fact that the territory doesn't have a music machine association. "We need an organization badly," he writes. "It would be of great benefit to both operators and distributors. The way we're going, we don't trust either our competitive operators or the distributors. Everyone else is dishonest but the other fellow. From what I've seen by reading *The Cash Box*, other territories have formed organizations, which result in benefits to all the operators and distributors. What we need here is a leader—someone who has the confidence of the operator and distributor—but no one has emerged. I sincerely hope some individual will come along." . . . Sidney Levine reports that the response from the trade to the testimonial dinner for Harry Rosen, in conjunction with the UJA appeal, is outstanding, and that the diners will jam the Moderne Room of the Belmont Plaza Hotel on Tuesday evening, September 9. . . Dave Lowy, Dave Lowy & Company, away vacationing in the Catskill Mountains, but Bob Jacobs and Whitey Druckman rushed to the limit supplying the games operators with their "Match-Me" shuffle game conversion unit. . . Harry Koepfel, Koepfel Distributing Co., off for Cape Cod for a week's vacation on Friday, leaving brother Hymie to carry on. (Hope his health can stand the pressure). . . Jack Mitnick, eastern regional representative for AMI, spends the week-end in New England visiting the company's distrib. . . Al Simon, Albert Simon, Inc., getting to be hard man to catch in the office. With ChiCoin's present equipment running big, Al spends considerable time visiting jobbers and distributors. . . Nat Cohn, Conat Sales Co., gets a taste of what a manufacturer has to contend with when it has a piece of equipment that's in demand. Seems his "Atomic Jet" space ship makes an immediate hit with ops and he has to up his production schedule. . . Lou Schreiber newest addition to the Runyon staff. He's Lou Wolberg's assistant.



The weather in Texas continues at a merciless 100 degrees and better with no let up in sight. But business has not slowed up—in fact things are looking good. . . Abe Susman, president of State Music Distributors Inc. and the local distributors for AMI phonographs, while recently in Miami Beach, Fla. made Abe S. Goldman, supervisor of the Public Relations Bureau of Miami, a special honorary deputy sheriff of Dallas County. This was in consideration of the courtesies extended Texans at the recent Shrine convention there. But this is only half the story. While in Miami, Susman himself was presented a key to the city by the mayor of Miami Beach, Mayor Powell. Susman considers this not only a personal honor but an honor to all Texans. . . After a two week shut down for vacations, the AMI plant has resumed business as usual as of Aug. 11. The Dallas distributors are glad to have the coin machines rolling in again. . . Marion Jones of New Orleans was in town this week with Mr. and Mrs. Dewey Parsons. Of all things Marion is now a blonde.

We saw Mr. and Mrs. R. W. Kemper of Denison and some of their friends having dinner at the Southern Kitchen, one of Dallas' most popular restaurants. It is owned by J. E. Scheweide, a former coin machine operator. His policy is—all you want to eat for \$2.50. This includes everything from soup to nuts. The Kempers, in addition to their coin machine operation, have an arcade at Lake Texoma. . . Tommy Chatten of Commercial Music has just returned from a trip to the Texas Panhandle. In Wichita Falls he saw Roy Height of Wichita Novelty Company. Roy is adding new shuffle alleys to his route. . . Hoy McCracken of Electra is buying up small routes and thus expanding his own. Mr. Johnson of Johnson and Wood in Shamrock is vacationing in Colorado. . . Rudy Kimbell of Amarillo, is one of the oldest and most up-to-date operators in the business. He has mostly new equipment. . . Tommy Chatten describes his operations as "One of the cleanest routes I have seen." . . George Bury of Hamlin was in Dallas this week. . . Our sympathy to J. Clyde Bell of Amarillo who had a death in his family recently. . . Hugo Joeris, operator from Amarillo, is now going into the shoe store business. . . We hear that Clark Richardson has moved from Dumas to Borgis. . . Henry Adams of Kileen was in town this week. . . Ditto for Bill Helms of Childress, and Jimmy Garrett of Longview. . . Charlie McDearman of Gainesville is buying new equipment. . . Drew Osborn of Fort Worth is going into the minnow business. That's one way of getting bait wholesale. He has just returned from a fishing trip to New Mexico. . . B. H. Williams is on a vacation in Colorado. . . Bob DePriest has returned from his vacation. He visited ten states.

"It's What's in THE CASH BOX That Counts"



# THRU THE COIN CHUTE CHICAGO CHATTER

Very nice flood of complimentary comment regarding editorial which appeared Aug. 9 issue, "Better Programming—Bigger Profits." Music people everywhere agree that this is one thing which many in music biz have overlooked. Distributors and mfrs, too, agree that teaching programming of juke boxes is one of the vital necessities of the music business. Time has come when juke box ops must pay more attention to the product they are actually selling—music. . . . Gil Kitt of Empire very busy since the firm took over five states for Auto-Photo Co. Elmer Schmitt has been named general mgr of Empire's dept for automatic photo units. He's had over 15 years of experience in the field. Already placing them in B & K theatres as well as in Neisner stores and other chains thruout big five-state area. . . . Big thrill this past Saturday was when Bob Gnarro greeted his mother, Mrs. Fortuna Gnarro at Pier 84 in New York as she stepped off the S.S. Vulcania from Naples, Italy. The "grand old lady of the juke box biz" is now 65 years old. Started her route here in Chicago in 1935.

Big job is to try and get out of United with some winnings. Even if it's only a lonely buck. United's Bill DeSelm, Ray Riehl, Herb Oettinger, Joe Kuss, Hank Dabek, "Big Swede" Hellstrom and the others, crowd the bar and suggest, "Do it one more time." (Tip to visitors: If you win, run like crazy. That's the one way to be sure you'll get out with what you won). . . . Clem Witek, golf pro, is getting ready to announce a new robot pitcher. . . . Bill O'Donnell of Bally, aside from all the hustle and bustle of the long day selling "Champion," "Palm Beach" and "Futurity," talking about the fact that his home in Wilmette at last completed. All he worries about now is "cutting the grass." . . . Lou Boasberg of New Orleans in town with his three big sons to see the All Star Football Game at Soldiers Field. Lou used to be quite a football star himself at Tulane. Seems his three sons are going to follow in their dad's footsteps. . . . Jack Nelson up to Michigan this past week to talk horses with J. R. (Pete) Pieters who's doing a big job up in that state.

Lots of compliments wired and written to Art Weinand who joined Exhibit Supply this past week. Art will work with Frank Mencuri on those fine machines which the firm is producing. With the fast action at Exhibit, seems that Art will be a busy, busy man. . . . Wonder whether juke box ops know that their boxes chalk up over 4,500,000,000 record plays per year. . . . Sam Solomons of Columbus groaned in long distance conversation. Said he, "Got oak poisoning fishing this past week." . . . Herb Perkins of Purveyor greatly interested in depreciation rates for games. . . . "Hydromatics are wonderful," is the way Nate Gottlieb explained it this past week when he advised that, "I drove down to work this morning with both Cadillacs." . . . Ted Bush advises from Miami that most of his troubles "is getting more equipment."

Pete Blum of Wichita advises, "Your 'E.O.M. Inventory Issue' is absolutely terrific for operators." (Thanks, Pete). . . . No news from Paul Huebsch of Keeney this past week. All he insists on stating is, "Keep your eyes on Keeney." But won't tell why. . . . Max Brown of Philly in town this past week. Max made a hurry-up trip to and from the Quaker City. . . . Frank Roelke and Harry Katz ("Pitch-O-Matic") plan a big premiere showing very, very soon. "That's when," Frank claims, "we'll show the greatest automatic pitching machine yet produced." . . . Alvin Gottlieb advises that the real reason for slow-up of deliveries to some of their distributors is due to the many foreign shipments they are making at this time. Suggests all their distributors anticipate their needs as far in advance as possible.

Sam Stern over at Williams Mfg. Co. mighty pleased with the reception the firm's "Long Beach" has received. Sam advised this past week, that the firm is stepping up production. . . . Nothing like a winner to get everyone in any plant smiling and happy. . . . Happy Birthday This Week To: Harry Hurvich of Birmingham, Ala. . . . Dale Sauve of Detroit advises that the firm is going all out to boom business for its customers. . . . Sam Lewis and Ed Levin over at ChiCoin two of the busiest guys in town with the click products the firm has going thru its production lines. . . . Outstanding ops like Ray Cunliffe, Bob Lindelof, Phil Levin, Vic Comforte, Bob Gnarro, Joe Filitti, Andy Oomens, Mary Gilette, Dom Pigati, Lou Casola, and many others, chime in to state that, "Dime play's best." . . . Spike Jones wires from the Flamingo in Las Vegas where he's appearing at this time with his Country Cousins (weren't they gorgeous when they appeared on the front cover of this publication some weeks back) asking that all his juke box operator friends here in Chicago give his latest release, "Hot Lips," a spin in their phones.

Harry Wiczor of Wico busier than the proverbial one-armed paper hanger since the firm announced its "Major Leaguer" robot pitcher. Harry forced to hustle out of town this week to look over locations and help ops arrange to set up these units. . . . New robot pitching spot reported to have opened at 79th and Western. . . . Biggest problem of all phono distributors is "getting deliveries." This is first summer where biz has been so great everyone of these firms fell behind in deliveries of new units. . . . Les Rieck over at H. C. Evans & Co. starting to smile again. Which should mean many, many good things for the firm's distributors. . . . Mike Spagnola of AMI distrib quarters here was still reported on his vacation but will be back to read this. (So wha' happen, Mike?). . . . Bud Brandon is busier than ever with his music publishing firm. He has "Mi Bella Mia" under his wing. Looks like the tune may go places. Ray Cura recorded it. So, in addition to all his other work, Buddy now a song-plugger, too. . . . One guy who loves being busy—Lew Gensburg of Genco. Lew and Vince Shay talking things over the other day at the Genco plant and Vince suddenly says, "Holy smokes, ship me more '400's."

Orders for "more extra copies" have set up biggest print order yet for The Cash Box for the August 30 "End-Of-Month Inventory Issue." Many from all over the nation asking that extra copies be shipped to them "for our records." This speedy, simple inventory idea, originated by The Cash Box, has won tremendous commendation from everyone in the industry. Many lawyers and certified public accountants have also complimented this magazine on this issue. Solves many tax headaches, these men claim. . . . Two of Miami's "gin" experts write up to advise, "Just tell Herb Oettinger to have plenty of cash on hand around September 11 when we'll be in Chicago for the Moa Convention." (In case you wanna know, Hoib, they is Willie (Little Napoleon) Blatt and Willie (Big Napoleon) Levey. And, Hoib, how they can 'gin'! . . . One of the peppiest, smilingest guys in any complaint, Capt. Tom Callaghan over at Bally. . . . Like the way that Roy McGinnis interpreted Paul Huebsch's new ad statement for the firm. . . . (We'll be in our Los Angeles office while you read this. So expect some news from the West Coast that should prove very interesting reading.)

COVEN

distributing company  
3181 Elston Chicago 18, Ill.  
INdependence 3-2210

Exclusive Distributors of Wurlitzer Phonographs

Pitch Yourself Into A GOLD STRIKE  
WITH

WICO'S

"MAJOR LEAGUER"

(AUTHENTIC AUTOMATIC BASEBALL PITCHING MACHINE)

A BIGGER MONEY-MAKER THAN  
MINIATURE GOLF EVER WAS!

ABSOLUTELY FABULOUS PROFITS

This is the most outstanding profit opportunity ever offered this industry. If you have, or can obtain, an outdoor location we will, without charge, arrange complete plans, show you what you will require as well as help you with all arrangements, for the operation of "Major Leaguers" the "Authentic Automatic Baseball Pitching Machines." Wherever placed "Major Leaguers" are attracting tremendous crowds. Operators are earning fabulous profits. People young and old bat right at the ball which is thrown to them by "Major Leaguer", just as in regular baseball. The same type machines are used by the Big Leagues to help their batters develop better batting eyes. This is the greatest profit opportunity ever offered this industry. Take advantage of it immediately. Write. Wire. Phone. Today!!

WICO CORPORATION

2913 PULASKI RD., CHICAGO, ILL.

(Tel.: MU 5-3000)

"The Cash Box"  
MOA SPECIAL  
ISSUE

Dated: SEPTEMBER 13

Goes To THURSDAY  
Press : SEPT. 4

★ ★ ★

YOUR ADVERTISING MESSAGE  
WILL REACH ALL OF THE  
NATION'S JUKE BOX OPERATORS

This Most Important Issue of "The Cash Box" Will Be Distributed  
At The MOA Convention In Chicago . . . and Mailed To Music  
Operators Thruout The Nation.

SEND IN YOUR AD NOW!  
THE CASH BOX  
26 WEST 47th STREET  
NEW YORK 36, N. Y.

(PHONE: JUdson 6-2640)

CHICAGO

32 W. RANDOLPH ST.

(Phone: DEarborn 2-0045)

LOS ANGELES

6399 WILSHIRE BLVD.

(Phone: WEbster 3-0347)



# TAX PROBLEMS?



FOR JUST ABOUT TWO-BITS A WEEK—ONLY \$15 FOR THE WHOLE YEAR YOU NOW GET

## THE ANSWER!

**READ THIS**

That's right! For just about two-bits a week, only \$15 for the full year of 52 weeks' issue of "The Cash Box" you can PROVE TO YOUR TAX COLLECTOR the "why's" and "wherefore's" of your many, many TAX PROBLEMS! Each and every week's issue of "The Cash Box" brings you "The Confidential Price Lists" (the 14 year old unbroken, consecutive, week-after-week issue of the "Blue Book" of prices of all equipment in the industry). AND, WHAT'S EVEN MORE IMPORTANT TO YOU AND TO YOUR TAX COLLECTOR—at the end of each month's issues you receive the "END-OF-MONTH INVENTORY ISSUE" which allows you to easily, simply and speedily SHOW YOUR ENTIRE BUSINESS EQUIPMENT VALUATION. It let's you KNOW WHAT YOU'RE WORTH! It gives YOU and YOUR TAX COLLECTOR—"THE ANSWER"—to your tax problems!! Why suffer sleepless nights full of nightmares and headaches when, for just about two-bits (Only \$15 Per Year), you can sleep soundly—confident that you have THE ANSWER to what your TAX COLLECTOR wants to know about your business. Fill out the coupon below, enclose your check for \$15, MAIL TODAY!!

**MAIL THIS**

THE CASH BOX  
26 WEST 47th STREET,  
NEW YORK 19, N. Y.

Gentlemen: It sure is worth \$15 a year to get straightened out with my Tax Collector. Enclosed find my check for \$15. Start sending me "The Cash Box" immediately.



FIRM NAME .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....  
Individual's Name .....

### THRU THE COIN CHUTE CALIFORNIA CLIPPINGS



A number of L. A. music men are planning to make the jaunt to the MOA show in Chicago as they say this is one show they know is theirs and conducted for their benefit. . . . Back from vacation at Badger Sales was Ray Powers, who was busy as a beaver (or is it badger?) catching up with those calls and contacts that, somehow, never seem to get taken care of while you're away, no matter how many fine and able-bodied other blokes there are around the place. Ray tells us that Williams' "Long Beach" looks like a natural, what with this type game going great guns the way it is these days. Badger also has nothing but good to say about Bally's "Palm Beach" and just wishes it could get a lot more of them. . . . This also applies to Bally distributor Paul Laymon, who hasn't been able to keep any models on the floor long enough to gather a day's dust.

Ran into Al Bettelman, C. A. Robinson associate, on the Ocean Park Pier, along with two handsome young lads who usually call him Daddy but right then were emulating our own youngster with cries of "I wanna go on this" . . . "Buy me that" . . . Due in from Chicago with his wife was Sam Lewis of the Chicago Coin sales department. He's coming out to look over the West Coast setup and see whether things are as wonderful out here as rep Phil Robinson says they are. Phil tells us that his firm's "10 Frame" six-player bowler is going great, with ops and players particularly going for that last-chance-to-win feature. Also it seems that back orders on Chicago Coin's "Match-A-Score" six-player bowler compelled the company to resume production on it.

Finally got over to Lyn Brown's new Valley home for a visit and found Lyn, wife Marian and their two fine looking sons really living, Valley style. The house is real nice, inside and out, and the folks have almost caught up with their weed pulling on that new lawn. (They still don't know how thick and stubborn that crab grass comes in a little later). Only thing missing is a swimming pool but to Lyn's and his family's good fortune, a very friendly neighbor does have one. And if Exhibit's "Super Twin Rotation" turns out to be the money maker Lyn expects it to be, another "Big Bronco," we shouldn't be surprised if he decides there's room for a pool in his own backyard. Jack Simon, for one, had nothing but praise for the game, saying that it looked like one of the best things out and around these days. Cele Padwa, Jack's Girl Friday, is still reading those travel and resort guides, trying to decide where there might be something new and different under the sun.

Over at the Nickabob, Nick Carter tells us that the AMI machines are maintaining their regular pace of delivery, for which he's duly grateful, as are the boys waiting on delivery. . . . Paul Laymon's popular Ed Wilkes, wife and two youngsters off on their two-week vacation to Balboa, and they'll probably need another when they get moved to their new place in Long Beach. Wurlitzer technician Karel Johnson back on the job at Laymon's, after bringing back all the cutthroat trout the law would allow from his Yellowstone fishing junket. Karel, his nephew whom he brought in from Salt Lake for a vacation, also Wurlitzer mechanic Don Gilbertson and Charlie Daniels planning a little surf fishing party this week, the idea being for Karel to show the boys how it's done.

On the Row : . . Charlie Guager and Perry Irwin of Ventura. . . . San Bernardino's I. B. Gayer. . . . Milton Noriega and Lawrence Raya from Colton. . . . Jack Neel of Riverside. . . . T. H. Loo of El Centro . . . Bakersfield Bill Black. . . . Jack Spencer of Big Bear. . . . Pete Shupp and Johnny Lantz of Southgate. . . . Fred Luchsinger from Needles.

### THRU THE COIN CHUTE UPPER MID-WEST MUSINGS



George Atol of the Zenith Novelty Company of Duluth, Minn., on his last trip into the Twin Cities, brought in his brother Phil Atol of Cleveland. George was showing Phil just exactly how the operations are run in Minnesota. . . . Genial J. Allen Redding of LaCross, Wis., stopped in and talked to the boys and mentioned the fact that business is picking up a little which made the smile on his face even bigger. . . . Bill Liebo of the All State Music Company in Minneapolis took a few days off from his route to do some fishing up in Canada. . . . Nunzie Williams of Nashwauke, Minn., brought his family into town and while his wife and daughter did some shopping, he stopped in to see what was new in coin operated equipment. . . . Ed Birkemeyer of Litchfield, Minn., of the Automatic Music Co. states that the Wall-eyes are not biting so good at Lake Coronis, therefore that gives him a little bit more time to come into town to pick up supplies for the route. . . . Danny Heilicher, who is associated with his brother Amos in the Advance Music Company had a two week leave and spent it the best way possible, that is working on the route. After his leave was up, Danny went back to the Air Force base on the West Coast.

It has been sometime since Harold Haveron of Eleva, Wis., made the trip into the Twin Cities, but when he did he brought his family along and they made the most of the trip into town. . . . Charles Sersen of St. Cloud, Minn., is going to take some time off to visit his son, daughter-in-law and grandson in Utah, where his son is on a mining project as an engineer. . . . Quenton Haroldson of Northwood, N. D., had not been into the Twin Cities for sometime and on the spur of the moment made a quick trip into town to see what was new. . . . Seen here and there picking up supplies and equipment were John Hoew of Foley, Minn.; Kap Keiseter of Frontenac, Minn.; Don Smith of Sioux Falls, S. D.; Morris Berger of Duluth, Minn.; Ken Ferguson of Stillwater, Minn.; and O. L. Coefield of Annandale, Minn. In and out of town quick like a bunny were: Stan Woznak of Little Falls, Minn.; Ben Jahuke of Hutchinson, Minn.; Kenny Anderson of Austin, Minn.; and Martin Kallsen of Worthington, Minn.



# IT'S NEW . . . IT'S DIFFERENT . . . IT'S THE Coin Machine of Tomorrow!

GENCO'S FLASHY,  
FANCY, FASCINATING

## 400

**UPRIGHT CONSOLE  
BINGO GAME**

NOTHING LIKE IT FOR FLASH . . .  
FOR CLASS...FOR EXTRA TAKE!

**EXCLUSIVE ORIGINAL DESIGN**

**UP TO 540 REPLAYS!**  
DOZENS OF WINNING COMBINATIONS!

**ABSOLUTELY TROUBLE-FREE!**  
PROVED BY 5 MONTHS ON ACTUAL TEST LOCATIONS!

**FASTEST-PLAYING, BIGGEST-PAYING**  
GAME IN COIN MACHINE HISTORY

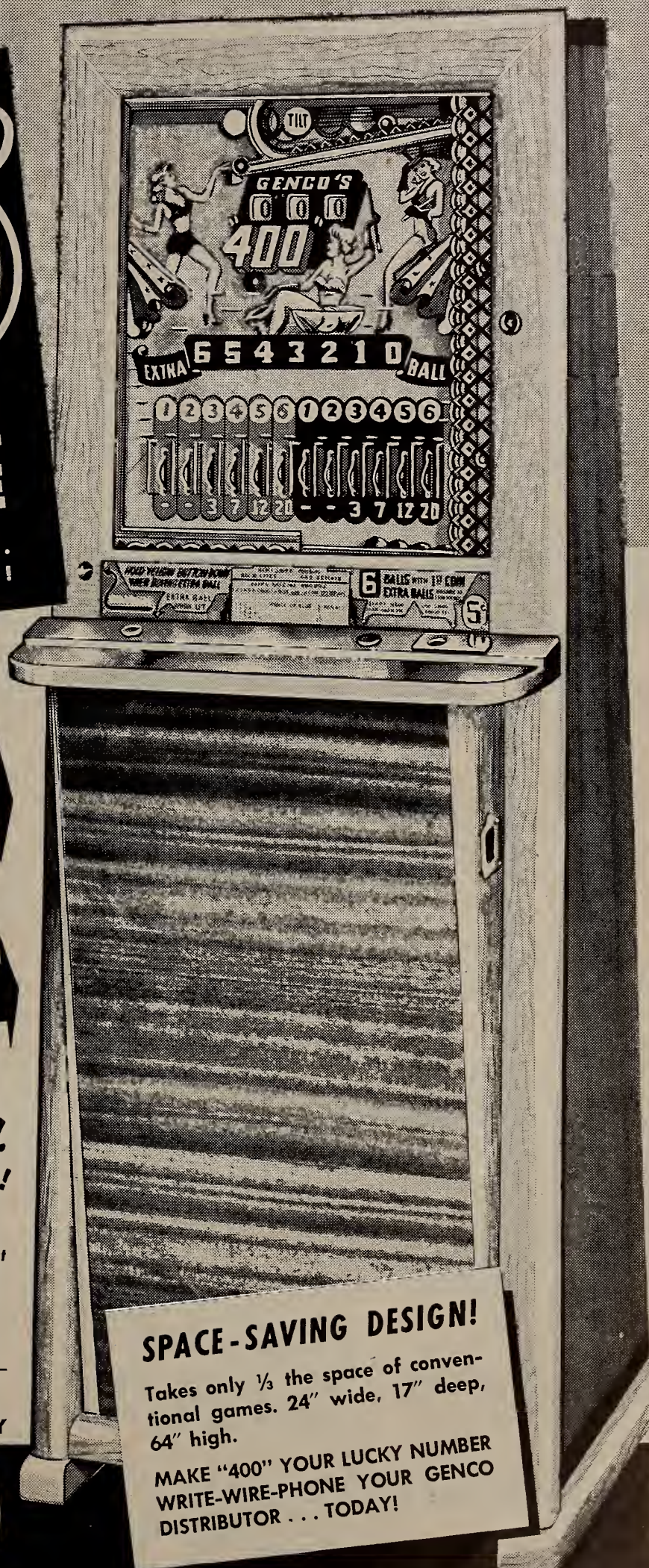
**SPECIAL SKILL CONTROL**  
KEEPS 'EM PLAYING! KEEPS 'EM PAYING!

- UP TO 20 REPLAYS for 1 to 6 combinations
- 120 REPLAYS for 1 to 6 in line combination with first coin
- EXTRA BALL for Each EXTRA COIN
- 400 BONUS REPLAYS for perfect game
- UP TO 12 BALLS PER GAME—6 balls on first coin—  
6 extra balls for 6 EXTRA COINS

**ADDS TO THE PLAY — ADDS TO YOUR PAY**

# GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.



**SPACE-SAVING DESIGN!**

Takes only  $\frac{1}{3}$  the space of conventional games. 24" wide, 17" deep, 64" high.

MAKE "400" YOUR LUCKY NUMBER  
WRITE-WIRE-PHONE YOUR GENCO  
DISTRIBUTOR . . . TODAY!



## CLASSIFIED ADVERTISING SECTION

CLASSIFIED AD RATE  
10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special (\$48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSING WEDNESDAY NOON AT The Cash Box, 26 W. 47th St., New York 19, N. Y.

## WANT

**WANT**—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALGANO, GALGANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dickens 2-7060.

**WANT**—We buy dealers surplus stocks. Operators we pay the highest price for used records from 3 to 6 months old. Top prices paid for 45 RPM's. Call or wire: C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. IS. N. Y. Tel.: Tilden 4-9040.

**WANT**—800 and 1015's. All you have. LAREDO EXPORTING CO., LAREDO, TEXAS. Tel.: 672-723.

**WANT**—Will pay top price for AMI Model B; Bally Coney Islands; Bally Bright Lights; Bright Spots. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

**WANT**—Used 1428 Rock-Olas. State best price and general condition. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

**WANT**—Music Operators—to send us their list of top ten tunes, each week. Have good deal for you in exchange. Write: Box #119, c/o THE CASH BOX, 26 W. 47th St., NEW YORK 19, N. Y.

**WANT**—Used Bright Lights; Coney Islands; Bright Spots and Leaders. Also 100 record Seeburgs and boxes. Best price. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.

**WANT**—Seeburg Shoot The Bear Guns. Any quantity. Give price and condition in first letter. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRYANT 9-6677.

**WANT**—Mechanical Horses. IDEAL NOVELTY, 2823 LOCUST ST., ST. LOUIS, MO.

**WANT**—Need for importation, Hollycranes last model. Send price and quantity. CARDINAL AMUSEMENT, 3731 DANDURAND, MONTREAL 34, QUEBEC, CANADA.

**WANT**—Will buy phonograph records made before 1940; any quantity or dealer stock; \$150 to \$300 per thousand; will make trip to inspect if required. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 128 W. 66th STREET, NEW YORK CITY, N.Y.

**WANT**—Panorams; Spot Lights; Lite-a-Lines; Five Stars; Coney Islands; Bright Spots; Bright Lights. MONARCH COIN MACHINE, INC., 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: Lincoln 9-3996.

**WANT**—All types Arcade Equipment, Seeburg Bear Guns, Seeburg M100s. Quote lowest prices or will trade New Turf Kings in original crates. Write, Wire Phone: C. A. ROBINSON Co., 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: DUnkirk 3-1810).

**WANT**—Ponies; latest Selective Solotone; All Stars; Heavy Hitters; United 10th Inning; Coin Changers; Coin Counters. Any quantity at the right price. LIEBMAN, 12 BABY POINT RD., TORONTO, CANADA.

**WANT**—Tubes: 2051; 70L7; 6SN7; 75; 6SC7; 2A3; 5V4; 6L6; 6K7 Metal; 6N7 Metal; 6L7 Metal. Will pay \$40.00 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO 13 ILL.

**WANT**—Your used or surplus records. We buy all year round and pay top prices up to 5% blue and race. No lot too large or too small. We also buy closetout inventories complete. BEACON SHOPS, 821 NO. MAIN ST., PROVIDENCE, R. I. Tel.: Union 1-0320.

**WANT**—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

**WANTED**—Late Model Solotone Master Entertainers and Selective Boxes. REGENT VENDING MACHINES, LTD., 779 BANK STREET, OTTAWA, CANADA.

**WANT**—United Six Players—all models; Chicoin Six Player stationary light-up pins. Quote quantity and prices on above. UNITED PLAY MACHINES, INC., 578—TENTH AVE., NEW YORK, N. Y. Tel.: LOnacre 5-8748.

**WANT**—Coney Islands; Bright Spots; Bright Lights; United's Leader; 100 Record Seeburg Phonographs & Bar boxes & Late Model Phonographs; Chicago Coin & Exhibit Guns; Seeburg Bear Gun; Hobby Horses. Give best price and quantity in first letter. VALLEY DISTRIBUTORS, 710-12th STREET, SACRAMENTO, CALIFORNIA.

**WANT**—AMI, C or D, 40 selection hideaways; Wall Boxes. Seeburg M-100's (78 and 45); 147M; 146M; Wurlitzer 1400; 1450; 1250; 1217; 1017. Very latest amusement machines; Scales; Adaptors; Speakers. Write stating condition and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

## CLASSIFIED ADVERTISING SECTION

**WANT**—Wurlitzer Model 1250's; Seeburg M100B's 45 R.P.M. Will pay cash or trade Williams Horse Feathers and Chicago Coin 4 Player Derbies. Write, wire or phone. BUSH DIST. CO., 286 N. W. TWENTY-NINTH ST., MIAMI 37, FLA. Tel.: 3-4623.

## FOR SALE

**FOR SALE**—Operators of Arcades, Bowling Alleys, Skating Rinks, etc. Group Type Shuffle Game—can be used for Group Operation on ticket or cash plan. Write for full particulars and photo. DAVE LOWY & CO., 580 TENTH AVE., NEW YORK, N. Y. Tel.: CHickering 4-5100.

**FOR SALE**—Universal steel stands, manufactured by Chicago Metal Company, new—original crate—priced to sell. Single weighted, single safe, double safe. J. ROSENFELD CO., 3220 OLIVE STREET, ST. LOUIS 3, MO. Tel.: OLive 2800.

**FOR SALE**—15 Wise Owl Quizzettes \$5 ea.; 1 Pop Up \$10; 1 Shipman Select-A-Bar (like new with stand) \$15; 1 H246M Seeburg Hideaway \$175; 13 3WT-L56 Seeburg Wall boxes \$44.50 ea. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3992.

**FOR SALE**—2300 Lengths, silk covered with male plug attached—6 ft. lengths—4c each. Write for quantity prices. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

**FOR SALE**—The old reliable Massengill and Darlingtonian coin operator pool tables. All sizes complete with accessories. Write for information and we will enclose our Bargain Sheet on used equipment. We will buy late one balls; Bingo games; Williams tables; arcades and recent shuffle alleys. DARLINGTON MUSIC COMPANY, 132 NORTH MAIN STREET, DARLINGTON, S. C. Tel.: 500.

**FOR SALE**—Reconditioned, guaranteed perfect, all types and models of bingo games, Bally Futurity and Bally Turf King. REDD DISTRIBUTING COMPANY, INC., Exclusive Distributors for Bally, United, Keeney and Exhibit, 298 LINCOLN STREET, ALLSTON, MASS. Tel.: AL-4040.

**FOR SALE**—Spot Lites \$450; Bright Lites \$340; Coney Island \$375; A.B.C. \$215; Zingo \$250; Flying Saucer \$75; Tri-Score \$50; Bally Big Inning \$100; Star Series \$75. ALLAN SALES, INC., 928 MARKET STREET, WHEELING, WEST VIRGINIA.

**FOR SALE**—6—100 M. 78 Seeburgs \$666; 1—1250 Wurlitzer \$375; 1—750 Wurlitzer \$65; 4—Citations \$40; 4—Bally Speed Bowlers \$25. IDEAL MUSIC CO., 620 W. 6th ST., TOPEKA, KANSAS. Tel.: 2-5201.

**FOR SALE**—115 New and used wall boxes \$100 at Thermopolis, Wyoming. "Radio" JOE WARRINGTON, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.

**FOR SALE**—Write us for the lowest prices on the finest reconditioned used phonographs: 100 Seeburgs 78—45—Wurlitzer 1100's, 1015's. Export trade invited. WINTERS DISTRIBUTING CO., 1715 HARFORD AVENUE, BALTIMORE 13, MD. Tel.: LEXington 8820. Wurlitzer distributors Maryland and District of Columbia.

**FOR SALE**—Citations \$39.50; Champions \$59.50; Shuffleboard supplies; new scoring unit wall type \$79.50; used scoring unit \$59.50; Climate Adjuster \$19.50; Bingo and Arcade Equipment write. MERIT INDUSTRIES, 542 W. 63 ST., CHICAGO, ILL. Tel.: ENglewood 4-9202, ENglewood 4-9204.

**FOR SALE**—New Astroscope \$275; New 1c Camera Chief \$10; New 1c Advance Peanut Machines \$12; 120 Wurlitzer Wall Boxes \$3; Citations \$55; Bally Rapid Fire \$75; Bowlette \$40. MATHENY VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

**FOR SALE**—Coin Operated Pool Tables. 3½' x 7'. Patented—Feature returns Q-Ball and Scratch Balls. Q-Ball and other balls same size. Price \$585 f.o.b. Pensacola, Florida. F. A. B. DISTRIBUTING CO., INC., 1019 BARONNE ST., NEW ORLEANS, LA., 911 GERVAIS ST., COLUMBIA, S. C., 304 IVY ST., N. B. ATLANTA, GA. Write for details.

**FOR SALE**—Will sell, trade, or buy all types of coin operated equipment; Pin Games; Shuffle Alleys; Music Boxes; Guns, Etc., with operators in Pennsylvania. RUGINIS NOVELTY COMPANY, 329 East Seventh Street, Mount Carmel, Pennsylvania. Tel.: 31.

**FOR SALE**—Shuffle Alley Pucks—For Manufacturers and Distributors. We have the finest Two-Sided Puck in the market for use on all Shuffle Alleys. It's highly polished and plated—guaranteed the finest in the world—and we offer it at the lowest price in the field. Write—wire—phone for quantity prices. GOOD-YEAR PRODUCTS CORP., 410 N. BROAD ST., ELIZABETH 3, N. J. Tel.: ELizabeth 2-0089.

**FOR SALE**—Packard Boxes (late serial numbers) \$7.50 ea.; Seeburg Hide-A-Ways, Model 146 \$95 ea.; Packard Hide-A-Ways (like new) \$50 ea.; Bally Citations \$25 ea.; Photo Finishes \$49.50 ea.; 3025 Wurlitzer Boxes \$10 ea.; 3031 Wurlitzer Boxes \$6 ea.; Rockola Hide-A-Ways \$60 ea.; Wurlitzer 750's \$50 ea.; Quizzers \$65 ea. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIF. Tel.: Market 1-3967.

**FOR SALE**—Seeburgs—Bear Gun \$275; 100 selection Model A \$725; 46M \$175; 46 HW \$145; Tear Drop Speaker \$17; Bally Hi Rolls \$75; Six Shooter \$175; AMI Model B—\$395; Universal Winner \$95; Photo Finish \$65; Gold Cup—Entrys \$25; will trade for Exhibit Pony Express and Turf Kings. STANLEY AMUSEMENT CO., 5225 SO. TACOMA, WASHINGTON. Tel.: RIVERSide 1604.

**FOR SALE**—Eastern Electrics (C-8), reconditioned, New Hammerloid Paint \$139.50; 950 Nationals, 25c play, 2 king size columns, New Hammerloid Paint \$139.50. UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH STREET, COLUMBUS 8, OHIO. Tel.: University 6900.



## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Phonographs with famous Davis six point guarantee: Seeburg Hideaway Specials H148M \$219; H147M \$169; H246M \$159; H146M \$129; 1941 R C Special \$50; Wurlitzer 1080 \$159. DAVIS DIST. CORP., 738 ERIE BLVD. E., SYRACUSE 3, N. Y.

**FOR SALE**—Six Player League Bowler \$195; Six Player Deluxe S. A. \$300; Twin Shufflecade \$100; Trophy Bowl, Super Twin Bowler, Double Header, Goalee \$35 ea. WANT—Super World Series. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN RD., SCHENECTADY, N. Y.

**FOR SALE**—1 Seeburg Chicken Sam Gun rebuilt with target \$95; 1 Chicago Coin Ace Bowler 2 Player \$75; 1 Harvest Time \$60; 1 Hayburner clean \$225; 1 New Evans Constellation Phonograph model 135, floor sample, write. AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA STREET, EVANSVILLE 10, INDIANA.

**FOR SALE**—Coney Islands \$450; ABC Bingo \$275; Zingo \$325; Total Rolls \$50; High Rolls \$75; 3020 Wall Boxes \$39; Grand Award Pin \$40; One Two Three \$50; Barnacle Bill \$40; Ballerina \$35; WIL56 Wall Boxes \$14. V. YONTZ, BYESVILLE, OHIO. Tel.: 5781.

**FOR SALE**—Bingo Games: Five Stars \$150; A.B.C. \$235; Bolero \$395; Leaders \$350; Brite Lites \$310; Brite Spot \$450; Spot Lites \$375; Coney Island \$375; Atlantic City \$475; County Fair \$225; Steeple Chase \$250; Hayburners \$225; Spark Plug \$250; Sea Jockey \$275; Jumbo Pins: Turf Kings \$125; Winners \$85; Citations \$35; Photo Finish \$50; Gold Cups \$35. One-half deposit, balance sight draft. CLEVELAND COIN MACHINE EXCHANGE, INC., 2021 PROSPECT AVE., CLEVELAND, O.

**FOR SALE**—Reconditioned Wurlitzers: 1250's \$500; 1100's \$350; 1015's \$225; 1080's \$200. Seeburgs 146M \$187; 147M \$225; 148ML \$325; Wall Boxes 3W2-L56 \$18.50; W1-L56 \$15 less tubes. Packard Manhattan's \$169.50. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND 2, VA.

**FOR SALE**—2 Chicago Coin 4 Player Derbys, Like New—Perfect Shape—\$279.50 each. Will trade on new 6 Player Chicago Coin Bowlers, window type. C & L DISTRIBUTING CO., 324 WEST ALABAMA ST., HOUSTON 6, TEXAS. Tel: LY 8711—LY 9908.

**FOR SALE**—Champions \$49.50; Winners \$89.50; Turf Kings \$139.50; Williams Sweetheart \$74.50; Chicago Coin Pin Bowler \$79.50; Gottlieb's Knockout \$79.50; Four Horsemen \$94.50; Triplets \$109.50; United Skee Alley \$69.50. MICKEY ANDERSON, 314 E. 11th ST., ERIE, PA., Tel.: 22-894.

**FOR SALE**—Bally's Spot Lites, thoroughly reconditioned, immediate delivery \$400 per unit. Send \$100 deposit and shipping instructions. Balance C.O.D. SHELDON SALES INC., 881 MAIN STREET, BUFFALO 3, NEW YORK. Tel.: Lincoln 9106.

**FOR SALE**—54 Reveo Ice Cream Cup Vending Machines—29 on location. Can be bought either on or off location. All in good condition. J. PEKIN DISTRIBUTING CO., 14209 SO. VERMONT AVE., GARDENA, CALIF.

**FOR SALE**—Seeburg 100 A \$719; Seeburg 147 \$149; Packard Manhattan \$110; 5000 records—used 5c ea. AMERICAN VENDING CO., 615-10th AVENUE, NEW YORK CITY, NEW YORK.

**FOR SALE**—Just off our route: Wurlitzer 1250 adaptor and 48 Selection Wall Box \$125; Gottlieb Bowllette \$45; Seeburg Chicken Sam converted to Swing Monkey \$50. 1/2 deposit, with order. FRENCHY & CO., 7624 N. E. 2nd AVENUE, MIAMI, FLA. Tel.: 7-2767.

**FOR SALE**—New and used Scales. Send for our special price list on new Scales and bargain list on used ones. SPARKS SPECIALTY CO., SOPERTON, GA.

**FOR SALE**—Chicago Coin Hit Parades \$125; Model 1422 Rock-Ola \$75; Genco Shuffle Target \$125. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYler 4-3810.

**FOR SALE**—New and used phonographs and games by distributors of world's finest (Wurlitzer phonograph). For service and quality phone or write: COVEN DISTRIBUTING CO., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: INdependence 3-2210.

**FOR SALE**—Beat this if you can. Every phonograph rebuilt and renewed ready for location. Wurlitzer 750 \$79.50; Rock-Ola 1422 blonde refinished \$109; Seeburg 146 \$139; Aireon Motors \$4.95; 3-6 and 10 Amp plug fuses \$4.00 hundred. 1/3 with order, balance C. O. D. GAY COIN DISTRIBUTORS, INC., 4866 WOODWARD AVE., DETROIT 1, MICH.

**FOR SALE**—Bingo games guaranteed in A-1 mechanical condition and ready for location including Spot Lites at \$344; Coney Islands at \$324; Bright Lights at \$248; Atlantic City at \$494; and Zingos at \$215. T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel: Main 8751.

**FOR SALE**—Spotlights \$430; Madison Square Garden \$115; Six Shooter \$125; Knockouts \$79; St. Louis \$39; Control Tower \$110; Football \$40; Nifty \$110; Wild West \$145; Punchy \$95; Rockettes \$100; 1946 Seeburg \$100; 100A Seeburg \$625. All ready for location. ROANOKE VENDING MACHINE EXCHANGE, INC., 118 W. WASHINGTON STREET, CHARLESTON, W. VIRGINIA. Tel: 3-0311.

**FOR SALE**—Wurlitzer 1080 \$179.50 ea.; Wurlitzer 1100 \$375 ea.; 10 Seeburg 100A—78 \$675. Plus \$10 for crating. Many others—write for list. YOUNG DISTRIBUTING CO., 599 TENTH AVE., N. Y. C., N. Y. Tel.: CHickering 4-5050.

**FOR SALE**—Chicoin Bowling Alleys \$55; Seeburg Guns \$75; Lite League \$49.50; DeLuxe Bowler \$34.50; and many other values. COIN AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO 15, ILL.

**FOR SALE**—Packard Wall Boxes \$10 each; Used Rock-Olas; Seeburgs; Wurlitzers; etc. New Smokeshop Cigarette Machines priced right. One Balls; Turf Kings, new, in original crates; used Turf Kings; Citation; priced right. Also Mechanical Horses. Liberal trade-ins. EASTERN VENDING SALES CO., INC., 940-42 LINDEN AVENUE, BALTIMORE 1, BALTIMORE.

## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Phonograph and pinball route located near atomic plant. Take good. 200 pieces. Established eighteen years late model equipment \$85,000; \$45,000. down, \$10,000. payment every three months, or \$80,000 cash. THOMAS BUTCHER, JR., 408 N. OAKLAND AVE., CARBONDALE, ILL.

**FOR SALE**—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get our quotation first. COMMERCIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEX. Tel.: Riverside 4131.

**FOR SALE**—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40 word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box, "The 'Bible' of the Coin Machine Industry." Send your check for \$48 today plus your first 40 word ad to: THE CASH BOX, 26 W. 47th ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).

**FOR SALE**—Double Action \$129.50; Tri Score \$64.50; South Pacific \$69.50; Mercury \$60; Carnival \$25; Tahiti \$62.50; Baby Face \$24.50; Aquacade \$30; Triplets \$135; Knockout \$79.50. Write for our list of used pins and music. MILLER NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Tel: 9-8632—5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel: TYler 8-2230.

**FOR SALE**—Clean ready for location: Wurlitzer 1080's \$150; Seeburg 5c wireless wall box \$7.50; Packard wall box \$7.50. CAIN-CAILLOUETTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

**FOR SALE**—Packard Wall Boxes ready for location \$12.50, satin or chrome. Seeburg Bear Games \$299.50. WANTED—Advance Scoring Units. WESTERN DISTRIBUTORS, 1226 SW 16th AVE., PORTLAND 5, OREGON.

**FOR SALE**—Phonograph records direct from our routes. We welcome complete inspection of our stock. Continuous supply at all times. RELIABLE COIN MACHINE CO., 184-199 WINDOR STREET, HARTFORD, CONN.

**FOR SALE**—2 C. C. Thing \$95; Bally Carnival \$35; Exhibit Gondola \$35; Universal Deluxe Twin Bowler \$125; Gottlieb Barnacle Bill \$45; Exhibit Six Shooter \$195; Universal Winner \$175. DAN STEWART COMPANY, 140 E. 2nd SO. SALT LAKE CITY, UTAH. Tel.: 9-0931.

**FOR SALE**—New Wms. Olympia games \$199.50; New Williams Majorette \$199.50; New Wms. Horse Feathers \$250; Used Keeney 2 player League Bowler Rebound \$75; United ABC clean \$250; Spot Lite upright amusement game formerly \$395; now \$49.50 each; Knockout \$75; Nifty \$110; Double Action \$125; Rag Mop \$115; Deluxe World Series \$250; Like New Exhibit 6 Shooters \$150; Hayburners \$225; Things \$35; Playballs \$35; Tri-Score \$50. Sweetheart \$75; College Daze \$75; Wms. Harvey \$125. K. C. SPECIALTY CO. JACK KAUFMAN, 410 MARKET ST., PHILA. 6, PA. Tel.: Market 7-6865 or 7-6391.

**FOR SALE**—Bally's Atlantic City \$500 each. One-half deposit with balance C.O.D. FRENCHY AMUSEMENT CO., 7624 N.E. 2nd AVE., MIAMI, FLA.

**FOR SALE**—Rock-Ola 1424 Walnut Hideaway \$140; Wall Boxes 1530, clean \$15; Bar Brackets \$4; 1525 5-10-25c Wall bar boxes \$5; Gottlieb Bowllette \$39.50. WATERBURY AMUSEMENT MACHINE CO., 453 WEST MAIN ST., WATERBURY 35, CONN.

**FOR SALE**—RCA 25c Coin Radio \$22.50; 4 Col. Postage Stamp Vendors \$18; National Candy King New \$27.50; Shipman 2 Col. Stamp Vendors \$18; Acorn Charm Vendors \$12; Champion Basket Ball New \$20; Pop Ups New \$20; Packard Wall Boxes New Hi Chrome \$22.50; Chicago Coin Horsehoes \$90; Eastern Elec. Cig. Vendor New \$249.50; Band Box \$139.50; Silver King Hot Nut New \$12; Uneceda Pak Cig. Vendor 25c \$85; Mills Candy Vendor 5 Col. \$65; AMI Model C Like New \$475; AMI Model A Very Clean \$300; Wurlitzer 1080 Very Clean \$169.50; Seeburg 3 Wire 5-10-25c wall boxes. Write MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. (Tel: Superior 1-4600.)

**FOR SALE**—Special Limited Offer—Ten new Shipman Triple Column Postage Stamp Machines plus 100,000 Free Stamp Folders—all for \$395. Victory Folders \$6 for 10,000; Shipman Folders \$10 for 20,000. Mail Check To—SCHWARTZ DISTRIBUTING CO., 1800 S. W. 17th ST., MIAMI, FLORIDA.

**FOR SALE**—Complete Shuffleboard Refinishing Equipment. Two special shuffleboard equipped trucks. We will install entire equipment in any part of the country, and show you our formula for refinishing. Four years experience in refinishing and manufacturing of shuffleboards. Reason for selling, present owners going in government work. BOX HOLDER, 14806 BENTLER AVE., DETROIT, MICH.

**FOR SALE**—50 Bally Heavy Hitters \$42.50 each; 12 Bally Hy-Rolls \$44.50 each; 2 Philadelphia Toboggan Skee Balls with Automatic Score Reset \$150 each; 30 Scientific Pokerinos \$99.50 each; 25 Chicago Coin Roll Downs \$20 each; 5 Chicago Coin Goalees \$50 each; 2 Flash Bowler Skee Balls \$99.50 each; 1 Chicago Coin 4 Player Derby \$345; 30 Genco Advance Rolls \$39.50 each; 50 Aireon Super Deluxe Phonos \$50 each; 5 Seeburg Bear Guns \$239.50 each; 25 United A.B.C. \$225 each; 2 Universal Bowl-O-Matics \$325 each; 10 Challenger A.B.T. Pistols \$29.50 each; 5 Bally Champion 1B \$54.50 each; 5 Chicago Coin 2 Play Bowling Alleys, with Lite Up Pins \$35 each; 10 Chicago Coin 2 Play Bowling Alleys \$25 each; 5 Chicago Coin Bowling Classics \$75 each; 2 United 2 Play Express \$75 each. 1/3 deposit required, balance Sight Draft. B. L. MIDWEST MUSIC COMPANY, 8600 W. COLFAX AVE., DENVER 15, COLO. Tel: Belmont 3-4216.

**FOR SALE**—United Steeplechase \$295; Coney Island \$245; Touchdown \$245; Williams Spark Plug \$250; Hayburner \$245; Sea Jockey \$245. Write for low prices on pins, bingos, arcade games. LEHIGH SPECIALTY, 826 N. BROAD STREET, PHILADELPHIA 30, PA.

**FOR SALE**—Perfect Condition—like new: Coney Islands (latest model with improved 5 contacts) \$400; Leaders \$375; Hot Rods \$60; Turf Kings \$175; Citations \$35; Various late Flipper Pins (write) 1/3 Dep. Bal COD. W. E. KEENEY MFG. CO., 5231 SO. KEDZIE AVE., CHICAGO, ILL. Tel: Hemlock 4-3844.



## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are for operators only. We don't sell stores. Write for our descriptive price list. **HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND RD., MILWAUKEE 13, WIS. Tel.: BLuemound 8-7600.**

**FOR SALE**—New and used Turf Kings, write. Bally Champions and Citations, write. New Music Mite, surprising price, write. Rock-Ola '46 and '47; Wurlitzer 1015; Seeburg 46M and 47M, write. **LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND 3, OHIO. Tel.: HENDERSON 1-7577.**

**FOR SALE**—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. **UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: WEST 3-3224.**

**FOR SALE**—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibit; Genco and others. **TARAN DISTRIBUTING, INC., 2820 N.W. 7th AVE., MIAMI 34, FLA. TEL.: 3-7648.**

**FOR SALE**—Coney Island \$390; A.B.C. \$215; Spot Lights \$425; Atlantic City—write, Skee Alleys \$65; Universal Supers \$60; Shuffle Alleys \$15; Five Stars \$145. **ALLIED COIN MACHINE CO., 786 MILWAUKEE AVE., CHICAGO 22, ILL. Tel.: CAN. 6-0293.**

**FOR SALE**—1—1946 M \$135; 1—1015 \$150; 1—1080 \$165; 2—H-246 Hide Away \$165; 20—3W2-L56—3 Wire 5c—\$15 ea., 10—W. S. 2 Z Wireless 5c \$6 ea., 10 Packard Boxes \$7.50 ea. **SERVICE VENDING CO., 236 N. DIAMOND ST., MANSFIELD, OHIO.**

**FOR SALE**—Wurlitzer 1100 \$349; Seeburg 148ML \$265; 146S \$115. On hand, a large supply of Packard, Wurlitzer and Seeburg Wall Boxes fully reconditioned. Write: **CENTURY MUSIC DISTRIBUTORS, 1221 MAIN STREET, BUFFALO 9, N. Y.**

## Notice!

YOU CAN SAFELY SEND DEPOSITS TO  
ADVERTISERS IN "THE CASH BOX"

Your Deposit is  
GUARANTEED

AS LONG AS you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The Cash Box" Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

## THE CASH BOX

26 West 47th Street, New York 19, N. Y.

**FOR SALE**—Futuritys \$247.50; Spot Lites \$359.50; Coney Islands \$325; Turf Kings \$145; Crossroads (floor samples) \$175; Williams Slug Fest \$135; Williams Sportsman (new) \$115; Genco Double Action \$75; United Steeplechases (floor samples) \$250; Old Hilltops \$225; Quarterbacks \$50; Genco Shuffle Targets \$49.50; Genco Rip Snorters \$40. **NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel: CANal 8318.**

**FOR SALE**—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. **ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNIVERSITY 4-0773.**

**FOR SALE**—Empresses; Thrones; '39 and '40 Standards and DeLuxes; Classics; WIL56 Wall Boxes; 600's; Counter Models; Watling HiBoy Scales; Arcade Equipment; Misc. Pinballs. **SOUTHSIDE VENDING, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 349.**

**FOR SALE**—Seeburg M100 (78); Rockola 1428's AMI Model "C"; Wurlitzer 1015 and 1250 at low prices. Want to buy all post war machines. Give details first letter stating model, quantity, condition and price. **SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH 4, N. J.**

**FOR SALE**—Ready for location—College Daze \$75; Fighting Irish \$75; Football \$65; Freshie \$65; Hits and Runs \$99; Majors 49 \$40; Phoenix \$39.50; St. Louis 50; Stop & Go \$99.50; Tahiti \$75; Utah \$60; Silver Bullets \$100; Hayburner \$215. **AMUSEMENT ARCADE CO., 419-9th ST, N.W., WASHINGTON, D. C.**

**FOR SALE**—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. **WILLIAMSPORT AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.**

**FOR SALE**—Packard Wall Boxes \$10 each; Used Rock-Olas; Seeburgs; Wurlitzers; etc. New Smokeshop Cigarette Machines priced right; One Balls; Turf Kings, new, in original crates; used Turf Kings; Citation; priced right. Also mechanical horses. Liberal trade-ins. **EASTERN VENDING SALES CO., INC., 940-42 LINDEN AVENUE, BALTIMORE 1, MARYLAND.**

## MISCELLANEOUS

**NOTICE**—These 3 telephone numbers are important to you: The Cash Box, New York City, JUDSON 6-2640; The Cash Box, Chicago, Ill., DEARBORN 2-0045; The Cash Box, Los Angeles, Calif., WEBSTER 3-0347.

**NOTICE**—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is **DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: MAGNOLIA 3931.**

**NOTICE**—Change to dime play. Hawley Converter Kit for old style and new style Packard boxes. Lots of 25, \$1 each; Samples \$1.25. Contains new glass, dime bushings, parts for retractor. Kits also available for other five-cent boxes. Specify your needs. **J. R. HAWLEY DISTRIBUTING CO., 2720 W. PICO BLVD., LOS ANGELES, CALIF.**

"THE CONFIDENTIAL  
PRICE LISTS"

## THIS WEEK'S USED MACHINE QUOTATIONS

13th Year of Publication  
721th Consecutive Week's Issue

## How To Use "The Confidential Price Lists"

[Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

**FOREWORD:** Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it worth but \$75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

**METHOD:** "The Confidential Price Lists" should be read as follows: First price listed is lowest price for the week; Second price listed is highest price.

## EXPLANATION

- |                             |                                    |
|-----------------------------|------------------------------------|
| 1. Prices UP                | 5. No quotations Last 2 to 4 Weeks |
| 2. Prices DOWN              | 6. No quotations 4 Weeks or Longer |
| 3. Prices UP and DOWN       | 7. Machines Just Added             |
| 4. No change from Last Week | * Great Activity                   |



## WURLITZER

4. 24	29.50	39.00
4. 600R	39.50	50.00
4. 600 K	49.50	69.50
4. 500A	49.00	69.50
4. 500K	35.00	59.50
4. 41 (Counter)	24.50	50.00
6. 51 (Counter)	30.00	45.00
4. 61 (Counter)	24.50	50.00
4. 71 (Counter)	59.50	75.00
6. 81 (Counter)	49.50	75.00
4. 700	49.50	89.50
2* 750M	50.00	89.00
4. 750E	69.50	94.50
4. 780M Colonial	49.50	99.50
4. 780E	79.00	89.50
2. 800	50.00	98.00
4. 850	54.50	79.50
4. 950	59.00	99.50
4* 1015	110.00	225.00
2. 1017 Hideaway	99.50	225.00
4* 1100	285.00	375.00
2* 1080	140.00	200.00
4* 1250	369.50	500.00
6. 300 Adapter	10.00	15.00
6. 320 Wireless Wall Box	3.50	5.00
6. 310 Wall Box 30 Wire	4.50	5.00
4. 320 2 Wire Wall Box	4.00	5.00
6. 332 2 Wire Bar Box	5.00	9.50
6. 331 2 Wire Bar Box	5.00	10.00
6. 304 2 Wire Stepper	3.50	5.00
6. Wireless Strollers	19.50	25.00
6. 430 Speaker Club with 10, 25c Box	69.50	75.00
6. 420 Speaker Cabinet	40.00	49.50
4. 3031 Wall Box	6.00	12.00
4. 3045 Wall Box	9.95	20.00
2* 3020 Wall Box	24.00	40.00
4. 3025	10.00	22.50
4. 2140 Wall Box	20.50	24.50
4. 219 Stepper	22.50	35.00
4. 100 Wall Box 5c 30 Wire	3.50	5.00
6. 100 Wall Box 10c 30 Wire	12.50	17.50
6. 111 Bar Box	3.00	10.00
4. 120 Wall Box 5c Wire	3.00	4.50
6. 305 Impulse Rec.	2.50	10.00
6. 350 WIs Speaker	17.50	29.50
6. 115 Wall Box Wire 5c Wireless	5.00	7.50
6. 135 Step Receiver	14.50	19.50
6. 145 Imp. Step Fast	4.50	7.50
6. 306 Music Transmit	7.50	9.50
6. 130 Adapter	15.00	19.50
6. 580 Speaker	25.00	49.50
6. 123 Wall Box 5/10/25 Wireless	9.00	15.00
6. 125 Wall Box 5/10/25 Wire	2.50	6.00

## SEEBURG

4. Plaza	25.00	39.50
6. Royale	25.00	39.50
4. Regal	39.50	49.00
4. Regal RC	39.50	49.00
4. Gem	29.50	44.00
4. Classic	49.00	60.00
4. Classic RC	49.00	60.00
6. Maestro	44.00	65.00
4. Mayfair	44.00	59.50
4. Mayfair RC	44.00	59.50
6. Melody King	49.50	79.50
6. Crown	39.50	59.50
6. Crown RC	49.50	79.50
6. Concert Grand	39.50	59.50
4. Colonel	29.50	49.00
4. Colonel RC	29.50	49.00
6. Concert Master	49.50	69.50
6. Concert Master RC	59.50	89.00
6. Cadet	35.00	65.00
4. Cadet RC	39.50	65.00
4. Major	39.50	59.00
4. Major RC	39.50	59.50
4. Envoy	39.50	59.00
4. Envoy RC	39.50	59.00
6. Vogue	39.00	59.50
6. Vogue RC	49.50	69.50
6. Casino	35.00	59.50
6. Casino RC	49.50	79.50
6. Commander	39.50	59.50
6. Commander RC	50.00	69.00
4. Hi-Tone 9800	39.50	60.00
4. Hi-Tone 9800 RC	45.00	60.00
4. Hi-Tone 8800	49.50	59.00
4. Hi-Tone 8800 RC	49.50	59.00
4. Hi-Tone 8200	49.50	59.00
4. Hi-Tone 8200 RC	45.00	59.00
4* 146S	95.00	139.00
2* 146M	110.00	187.00
2. 147S	120.00	164.50
2. 147M	135.00	225.00
4. 148S	249.00	350.00
2. 148M	265.00	350.00
2* 148ML	250.00	325.00
4* M-100-78	599.50	725.00
6. Remote Speak Organ	7.50	17.50
6. Multi Selector 12 Rec.	12.50	35.00
6. Melody Parade Bar	4.50	6.00
6. 5c Wallomatic Wireless	3.00	8.50
6. 5c Baromatic Wireless	4.50	5.00
6. 5c Wallomatic 3 Wire	2.00	8.00
6. 30 Wire Wall Box	2.00	9.50
6. 5, 10, 25c Baromatic Wire	3.00	6.95
4. 5, 10, 25c Wallomatic 3 Wire	7.50	9.95
4. 5, 10, 25c Baromatic Wireless	6.95	9.00
6. 5, 10, 25c Wallomatic Wireless	8.50	17.50



4* 3W2 Wall-a-Matic	11.95	18.50
4. W1L-56 Wall Box 5c	5.00	15.00
4. 3W5-L-56 Wall Box		
5, 10, 25c	34.50	44.50
4. W4L-56	34.50	37.00
4. W6L-56-5/10/25		
Wireless	30.00	49.50
6. Tear Drop Speaker	12.50	17.50

## ROCK-OLA

6. Imperial 20	24.50	49.50
6. Imperial 16	25.00	49.50
6. Windsor	29.50	40.00
6. Monarch	25.00	49.50
6. Std. Dial-A-Tone	39.50	40.00
4. '40 Super Rockolite	39.50	49.50
6. Counter '39	19.50	49.50
4. '39 Standard	39.50	69.00
4. '39 DeLuxe	39.50	65.00
4. '40 Master Rockolite	39.50	59.50
6. '40 Counter	39.50	49.50
6. '40 Counter with Std.	49.50	54.50
4. '41 Premier	49.50	69.50
6. Wall Box	4.00	9.50
6. Bar Box	4.00	9.50
6. Spectravox '41	15.00	29.50
6. Glamour Tone Column	30.00	35.00
6. Modern Tone Column	32.50	40.00

4. Playmaster & Spectra-vox	49.50	69.00
4. Playmaster '46	69.00	79.50
6. Playboy	25.00	30.00
4. Commando	30.00	49.50
4* 1422 Phono ('46)	75.00	150.00
4. 1424 Phono (Hideaway)	140.00	169.00
2. 1426 Phono ('47)	124.50	175.00
4. 1432 (Rocket '51)	419.00	495.00
4. Magic Glo (1428)	295.00	325.00
6. 1501 Wall Box	3.00	7.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
4. 1525 Wall Box	5.00	15.00
6. 1526 Bar Box	15.00	19.50
4. 1530 Wall Box	15.00	25.00
6. 1805 Organ Speaker	24.50	29.00

## BUCKLEY

6. Wall & Bar Box O.S.	3.00	5.00
6. Wall Bar Box N.S.	7.00	17.50

## PACKARD

4* Pla Mor Wall & Bar Box	5.95	12.50
---------------------------	------	-------

4. Manhattan	89.00	169.50
4. Model 7 Phono	74.50	119.50
4. Hideaway Model 400	64.50	95.00
4. 1000 Speaker	29.50	49.50
6. Willow Adaptor	14.50	29.50
6. Chestnut Adaptor	15.00	25.00
6. Cedar Adaptor	15.00	29.50
6. Poplar Adaptor	15.00	27.50
6. Maple Adaptor	15.00	30.00
6. Juniper Adaptor	15.00	27.50
6. Elm Adaptor	15.00	25.00
6. Pine Adaptor	15.00	25.00
6. Beach Adaptor	15.00	27.50
6. Spruce Adaptor	17.50	29.50
6. Ash Adaptor	15.00	25.00
6. Walnut Adaptor	17.50	25.00
6. Lily Adaptor	10.00	12.50
6. Violet Speaker	10.00	15.00
6. Orchid Speaker	19.50	22.50

## MILLS

6. Do Ri Mi	25.00	59.50
4. Panoram	150.00	225.00
4. Throne of Music	25.00	69.50
4. Empress	29.00	69.50
6. Panoram 10 Wall Box	5.00	8.50
6. Panoram Peek (Con)	195.00	295.00
6. Conv. for Panoram Peek	10.00	29.50
4. Constellation	125.00	175.00

## A M I

6. Hi-Boy (302)	49.50	55.00
4. Singing Towers (201)	39.50	99.50
6. Streamliner 5, 10, 25	39.50	79.50
6. Top Flight	25.00	39.50
4. Singing Towers (301)	49.50	99.50
4. Model A '46	240.00	350.00
2. Model B '48	389.50	465.00
4* Model C	445.00	525.00

## AIREON

4. Super DeLuxe ('46)	49.00	60.00
4. Blonde Bomber	89.50	129.50
4. Fiesta	59.50	125.00
6. '47 Hideaway	119.50	195.00
4. '48 Coronet 400	50.00	159.00
4. '49 Coronet 100	125.00	169.50

## MISCELLANEOUS

4. Chicago Coin Hit Parade	100.00	219.50
4. Ristaurat	65.00	79.50
4. Williams Music Mite	90.00	145.00

4. Georgia (Wm 9/50)	109.50	144.50
6. Ginger (Wm 10/47)	10.00	15.00
4. Gin Rummy	64.50	119.00
4. Gizmo (Wm 8/48)	30.00	45.00
4. Glamour	24.50	129.50
4. Gold Cup (B '48)	25.00	55.00
6. Gold Mine	29.50	49.50
4. Golden Gloves (CC 7/49)	84.00	100.00
4. Gondola	19.50	54.50
4. Grand Award (CC 1/49)	40.00	60.00
4. Happy-Go-Lucky	159.50	199.50
4. Harvest Moon (Got 12/48)	49.00	69.50
4. Harvest Time (Ge 9/50)	50.00	119.50
4. Hawaii (Un 8/47)	20.00	29.50
2* Hayburner (Wm 7/51)	195.00	250.00
6. Hi Ride	15.00	25.00
4. Hit Parade	29.50	39.50
4. Hits & Runs (Ge 5/51)	99.00	140.00
7. Hit 'N' Run (Got 4/52)	195.00	275.00
4. Holiday (CC 12/48)	25.00	69.50
4. Holiday (Ke 12/51)	365.00	400.00
4. Hot Rods (B '49)	54.50	114.50
4. Humpty Dumpty (Got 10/47)	25.00	49.50
4. Jack 'N' Jill (Got 4/48)	29.50	49.50
4. Jalopy (Wm 9/51)	235.00	350.00
4. Jamboree	29.50	39.50
4. Jeanie (Ex 7/50)	79.50	125.00
4. Jockey Special (B '47)	25.00	55.00
2. Joker (Got 11/50)	110.00	164.50
4. Judy (Ex 7/50)	95.00	119.50
4. Just 21 (Got 1/50)	24.50	79.50
4. K. C. Jones	62.50	89.50
4. Kilroy (CC 1/47)	10.00	16.50
4. King Arthur (Got 10/49)	79.00	119.50
4. King Cole (Got 5/48)	28.50	72.50
4* Knockout (Got 1/51)	69.50	100.00
4. Lady Robin Hood (Got 1/48)	24.50	39.50
2* Leaders (Un)	310.00	385.00
4. Leap Year	25.00	39.50
4. Line Up	25.50	34.50
4* Lite-A-Line (K 6/51)	135.00	185.00
4. Lucky Inning (Wm 5/50)	40.00	94.50
4. Lucky Star (Got 5/47)	29.50	50.00
2. Mad. Sq. Garden (Got 6/50)	100.00	149.50
4. Magic	28.50	54.50
6. Maisie (Got 3/47)	14.50	25.50
4. Majors '49 (CC 2/49)	39.50	79.50
4. Major League Baseball	39.50	59.50
4. Manhattan (Un 2/48)	25.00	34.50
7. Majorettes (Wm 4/52)	190.00	275.00
4. Mardi Gras	25.00	45.00
4. Marjorie (Got 7/47)	14.50	29.50
4. Maryland (Wm 4/49)	35.00	89.50
4. Merry Widow	24.50	45.00
4. Melody (B 47)	20.00	49.50
4. Mercury (Ge)	60.00	114.50
4. Mermaid (Got 6/51)	125.00	199.50
6. Metro	17.50	27.50
6. Miami Beach	15.95	19.50
4. Minstrel Man (Got 3/51)	139.50	175.00
6. Miss America (Got 1/47)	10.00	24.50
4. Monterey (Un 5/48)	29.50	40.00
4. Moon Glow (Un 12/49)	35.00	50.00
4. Morocco	25.00	49.50
6. Mystery	10.00	15.00
4. Nevada (Un 10/47)	15.00	29.50
4. Niagara	185.00	225.00
4* Nifty (Wm 12/50)	100.00	140.00
6. Nudgy (B 47)	25.00	39.50
4. Oasis	99.50	160.00
4. Oklahoma (Un 6/49)	75.00	85.00
4. Old Faithful (Got 1/50)	95.00	130.50
4. One Two Three	34.50	50.00
4. Opportunity	14.50	19.50
6. Oscar	19.50	25.00
4. Paradise (Un 7/48)	24.50	49.50
4. Phoenix	29.50	69.50
4* Photo Finish	45.00	99.50
6. Pimlico	15.00	32.50
4. Pin Bowler (CC 7/50)	79.50	129.50
4. Pinch Hitter (Un 5/49)	24.50	55.00
4. Pinky (Wm 10/50)	99.50	125.00
6. Pin Up Girl	15.00	29.50
4. Play Ball (CC 1/51)	35.00	60.00
4. Play Boy (CC 5/47)	35.00	95.00
4. Playland (Ex 8/50)	90.00	124.50
4. Playtime (Ex)	40.00	84.50
4. Puddin' Head	40.00	59.50
4. Punchy (CC 11/50)	95.00	125.00
2. Quartet (Got 2/52)	165.00	190.00
4. Rag Mop (Wm 11/50)	105.00	149.00
4. Rainbow (Wm 9/48)	35.00	45.00
4. Ramona (Un 2/49)	29.50	59.00
4. Rancho (B '48)	39.50	49.00
6. Ranger	15.00	19.50
6. Record Time	22.50	59.50
4. Red Shoes (Un 12/50)	99.50	135.00
6. Repeater	17.50	29.50
6. Rio (Un 12/46)	15.00	20.00
2. Rip Snorter (Ge)	40.00	99.00
6. Riviera	14.50	25.00
4. Rocket (Ge 5/50)	79.50	139.50
4. Rockettes (Got 8/50)	100.00	139.50
4. Rondevoo (Un 5/48)	25.00	39.50
4. Rose Bowl (Got 10/51)	154.50	249.50
4. Round Up (Got 11/48)	50.00	64.50
4. St. Louis (Wm 2/49)	39.50	79.50

4. Sally (CC 10/48)	24.50	54.50
4. Samba	35.00	59.50
4. Saratoga (Wm 10/48)	49.50	60.00
6. School Days	15.00	17.50
6. Score-A-Line	20.00	39.50
4. Screwball	15.00	39.50
6. Sea Hawk	15.00	22.00
4. Sea Jockeys (Wm 12/51)	240.00	315.00
6. Sea Isle (CC 11/47)	14.50	19.50
4. Select-A-Card (Got 4/50)	30.00	79.50
4. Serenade (Un 12/48)	17.50	39.50
4. Shanghai (CC 4/48)	29.50	49.50
4. Shantytown	50.00	109.50
4* Sharpshooter (Ge)	65.00	99.50
4. Shoo Shoo (Wm 2/51)	85.00	145.00
6. Shooting Stars	19.50	35.00
4. Short Stop	25.00	45.00
4. Show Boat (Un 1/49)	29.50	59.00
6. Silver Spray	14.50	24.50
6. Silver Streak (B 47)	14.50	19.50
4. Singapore (Un 11/47)	23.50	29.50
6. Sky Lark	39.50	59.50
6. Sky Line	17.50	29.50
6. Sky Ray	12.50	19.50
2. Slugfest (Wm 3/52)	140.00	219.50
6. Slugger	14.50	19.50
6. Smarty (Wm 12/46)	14.50	25.00
6. Smoky	12.50	19.50
4. South Pacific (Ge 3/50)	67.50	104.50
6. South Paw	15.00	19.50
2* Spark Plugs (Wm 10/51)	225.00	300.00
4. Special Entry (B '49)	20.00	50.00
6. Speed Ball	14.50	32.50
6. Speed Demon	15.00	29.50
4. Speedway (Wm 9/48)	39.00	89.50
6. Spellbound (CC 5/46)	10.00	14.50
4. Spinball (CS 5/48)	29.50	49.50
4. Spot Bowler (Got 10/50)	99.50	149.50
2* Spot-Lite (B 1/52)	250.00	485.00
6. Sport Event	19.50	29.50
6. Sport Special	17.50	30.00
6. Sports	19.50	25.00
6. Sports Parade	12.50	15.00
6. Spot-A-Card	25.00	29.50
6. Spot Pool	19.50	29.50
4. Stage Door Canteen	10.00	25.00
6. Stars	15.00	19.50
4. Stardust (Un 5-48)	17.50	49.50
4* Steeple Chase (Un 2/52)	250.00	390.00
4. Step Up	10.00	14.50
4. Stop & Go (Ge 3/51)	95.00	139.50
4. Stormy (Wm 1/48)	27.50	49.50
6. Stratoliner	14.50	17.50
6. Streamliner	10.00	14.50
4. Summertime (Un 9/48)	29.50	49.50
6. Sun Beam	19.50	29.50
4. Sunny (Wm 12/47)	25.00	49.50
4. Supercharger	19.50	24.50
4. Super Hockey	45.00	74.00
6. Superliner (Got 7/46)	10.00	17.50
6. Superscore (CC 10/46)	10.00	24.50
4. Surf Queen (B '46)	10.00	19.50
6. Suspense (Wm 2/46)	29.50	49.50
4. Swanee	44.50	65.00
4. Sweetheart (Wm 7/50)	67.50	124.50
1. Tahiti (CC 10/49)	59.50	109.50
6. Tally Ho	15.00	39.50
4. Tampico (Un 7/49)	64.50	89.50
6. Target Skill	12.50	19.50
4. Telecard (Got 1/49)	49.50	79.50
4. Temptation	25.00	59.50
4. Tennessee (Wm 2/48)	29.50	49.50
4* Thing (CC 2/51)	35.00	109.50
4. Three Feathers	35.00	75.00
2. Three Four Five (Un 10/51)	245.00	350.00
4. Three Musketeers (Got 7/49)	49.50	85.00
4. Thrill (CC 9/48)	24.50	39.00
6. Topic	10.00	17.50
6. Tornado (Wm 4/47)	12.50	17.50
6. Torchy (Wm 6/47)	10.00	35.00
6. Towers	12.50	15.00
4. Trade Winds	27.50	49.50
4. Treasure Chest	14.50	30.00
4. Trigger	109.50	135.00
4. Trinidad (CC 3/48)	20.00	49.50
4. Triple Action	24.50	44.50
4. Triplets (Got 7/50)	109.50	149.50
4* Tri-Score (Ge 1/51)	50.00	109.50
4. Trophy (B '48)	50.00	100.00
6. Tropicana (Un 1/48)	10.00	34.50
4. Tucson (Wm 1/49)	55.00	80.00
4. Tumbleweed	72.50	104.50
6. Turf Champ	24.50	39.50
1* Turf King (B 6/50)	115.00	200.00
4. Utah (Un 8/49)	49.50	94.50
6. Vanities	10.00	25.00
4. Victory Special (B 46)	19.50	49.50
4. Virginia (Wm 3/48)	29.50	45.00
4. Watch My Line (Got 9/51)	119.50	165.00
5. West Wind	15.00	19.50
5. Wild Fire	19.50	30.00
2. Wild West	145.00	199.50
1* Winner (Univ)	60.00	180.00
4. Wisconsin (Un 3/48)	25.00	49.50
5. Yankee Doodle	15.00	19.50
4. Yanks (Wm 4/48)	22.50	49.50
2. Zingo (Un 10/51)	245.00	325.00



## CONFIDENTIAL PRICE LIST

### ROLL DOWNS

1. Bing-A-Roll	69.50	75.00	4. Genco Total Roll	39.50	69.50
6. Bonus Roll	25.00	49.50	4* Hy-Roll	44.50	75.00
6. Buccaneer	49.50	64.50	4. Pro-Score	39.50	45.00
6. Champion Roll	15.00	29.50	4. Singapore	10.00	39.50
4. ChiCoin Roll Down	19.50	49.50	6. Super Score	35.00	49.50
4. Genco Advance Roll	39.50	69.50	4. Super Triangle	25.00	35.00

## CONFIDENTIAL PRICE LIST

### SHUFFLES — REBOUNDS

2. Bally Shuffle-Line	119.50	155.00	4. Keeney Duck Pins	75.00	125.00
4. Bally Hook Bowler	135.00	175.00	4. Keeney DeLuxe League Bowler	285.00	329.00
4. Bally Baseball	59.50	89.50	4. Keeney Big League Bowl	175.00	225.00
4. Bally Shuffle Champ	15.00	75.00	4. Keeney 4-Way Bowl	170.00	225.00
4. Bally Shuffle-Bowler	24.50	39.00	4. Keeney 6-Player	225.00	275.00
4. Bally Speed Bowler	25.00	50.00	4. Rock-Ola Shuffle Jungle	24.50	75.00
4. California Shuffle Pins	25.00	40.00	4. Rock-Ola Shuffle-Lane	24.50	49.50
4. ChiCoin Bango	15.00	49.50	7. Univ. Deluxe Twin	125.00	200.00
4. ChiCoin Bowling Alley	25.00	55.00	4. Un. Dbl. Shuffle	49.50	79.50
4. ChiCoin Alley w/con.	49.50	79.50	4* United Shuffle Alley	15.00	44.50
2. ChiCoin Ace Bowl	65.00	160.00	4. Un. Shuffle w/con.	25.00	45.00
4. ChiCoin Bowl Classic	75.00	115.00	4* Un. Shuffle Alley Exp.	25.00	59.50
4. ChiCoin Horseshoes	90.00	125.00	4. Un. 2-play Express	75.00	169.50
4. ChiCoin Rebound	35.00	45.00	4. Un. Sin Rebound	89.50	129.50
4. ChiCoin Piu Lite Bowler	125.00	149.50	4* Un. Twin Rebound	120.00	195.00
2. ChiCoin Baseball	25.00	95.00	4. United Super-Shuffle	24.50	39.50
2. ChiCoin Trophy	35.00	125.00	4. United Slugger	75.00	115.00
4. ChiCoin 6 Player	250.00	275.00	4. United Skee Alley	54.50	110.00
4. Exhibit Strike	45.00	89.50	4. Un. 4-Player	195.00	235.00
4* Genco Shuffle Target	99.50	129.00	4. Un. 5-Player	245.00	285.00
4. Genco Bowling League	24.50	45.00	4. Un. 6-Player	265.00	295.00
4. Genco Baseball	44.50	79.50	4. Un. Shuffle-Cade	145.00	189.50
4* Gottlieb Bowlette	24.50	69.00	2. Un. Twin Shuffle Cade	105.00	185.00
4. Keeney ABC Bowler	25.00	60.00	2* Univ. Super Twin	40.00	100.00
4. Keeney Bowling Champ	39.00	95.00	2. Universal Twin Bowler	39.50	65.00
4. Keeney Line Up	22.50	34.50	4. Univ. HiScore Bowler	120.00	160.00
4. Keeney King Pin	45.00	85.00	4. Williams DeLuxe Bowler	29.50	49.50
4. Keeney Pin Boy	24.50	39.50	4. Williams Twin Shuffle	22.50	35.00
4. Keeney Ten Pins	24.50	45.00	4. Williams Single Bowler	25.00	28.50
4. Keeney Lucky Strike	35.00	75.00	2* Williams Dbl. Head	35.00	99.50
4. Keeney Dbl. Bowler	50.00	100.00			
4* Keeney League Bowl	135.00	190.00			

## CONFIDENTIAL PRICE LIST

### ARCADE EQUIPMENT

6. Allite Strike 'N Spares	39.50	149.50	4. Keeney Air Raider	110.00	125.00
4. Boomerang	45.00	85.00	6. Keeney Anti Aircraft Br.	15.00	25.00
2. Bally Big Inning	105.00	185.00	4. Keeney Anti Aircraft Bl	15.00	50.00
4. Bally Bowler	175.00	189.50	4. Keeney Sub Gun	49.50	125.00
4. Bally Convoy	47.50	125.00	4. Keeney Texas Leaguer	40.00	50.00
4. Bally Defender	95.00	125.00	4. Kirk Night Bomber	75.00	150.00
6. Bally Eagle Eye	39.50	49.50	4. Lite League	49.50	75.00
4. Bally Heavy Hitter	42.50	69.50	4. Mutoscope Ace Bomber	95.00	125.00
6. Bally King Pin	35.00	45.00	4. Muto. Atomic Bomber	95.00	125.00
6. Bally Lucky Strike	45.00	79.50	4. Mutoscope Dr. Mobile	95.00	150.00
4. Bally Rapid Fire	75.00	125.00	4. Mutos. Fly. Saucers	100.00	150.00
4. Bally Sky Battle	49.50	125.00	4. Mutos. Photo. (Pre-War)	195.00	350.00
4. Bally Torpedo	49.50	95.00	4. Mutoscope Sky Fighter	85.00	125.00
4. Bally Undersea Raider	85.00	95.00	6. QT Pool Table	89.50	100.00
6. Bank Ball	59.50	150.00	2. Quizzer	65.00	125.00
6. Buckley DeLuxe Dig	119.50	149.50	4. Rockola Ten Pins HD	25.00	49.50
6. Buckley Tress Is Dig	95.00	110.00	4. Rockola World Series	69.50	75.00
4. Champion Hockey	50.00	69.50	6. Scientific Baseball	49.50	75.00
4. ChiCoin Basketball			6. Scientific Basketball	59.50	75.00
Champ	179.50	250.00	4. Scientific Batting Pr.	45.00	85.00
2* ChiCoin 4 Player Derby	330.00	385.00	4. Scientific Pitch 'Em	145.00	185.00
4* ChiCoin Goalee	40.00	125.00	4* Seeburg Bear Gun	239.50	315.00
4. ChiCoin Hockey	60.00	79.50	4* Seeburg Chicken Sam	75.00	105.00
4. Chi Midget Skee	185.00	229.50	4. Seeburg Shoot the Chute	49.50	75.00
4. ChiCoin Pistol	85.00	125.00	6. Skee Barrel Roll	25.00	49.50
6. ChiCoin Roll-A-Score	39.50	75.00	6. Skill Jump	25.00	39.50
4. Edelco Pool Table	49.50	75.00	6. Super Torpedo	25.00	79.50
4. Evans Bat-A-Score	100.00	275.00	4. Supreme Bolascro	40.00	100.00
4. Evans Super Bomber	50.00	125.00	6. Supreme Skee Roll	20.00	75.00
4. Evans Play Ball	65.00	75.00	6. Supreme Skill Roll	20.00	69.50
4. Evans Ten Strike '46	69.50	99.50	4. Supreme Rocket Buster	45.00	75.00
6. Evans Tommy Gun	49.50	100.00	6. Tail Gunner	49.50	89.50
4* Exhibit Dale Gun	45.00	80.00	4. Telequiz	80.00	185.00
4. Exhibit Gun Patrol	200.00	235.00	4. Un. Team Hockey	75.00	110.00
4. Exhibit Jet Gun	185.00	235.00	6. Warner Voice Record	49.50	69.50
2. Exhibit Pony Express	275.00	385.00	4. Western Baseball '39	40.00	85.00
6. Exhibit Rotary Mdsr.	175.00	275.00	4. Western Baseball '40	60.00	85.00
4. Exhibit Silver Bullets	100.00	175.00	6. Whizz	15.00	29.50
4* Exhibit Six Shooter	150.00	225.00	4* Wilcox-Gay Recordio	125.00	174.50
6. Exhibit Merchantman			1. Williams All Stars	49.50	109.50
Roll Ch Digger	85.00	99.50	6. Williams Box Score	39.50	65.00
4. Exhibit Vitalizer	75.00	95.00	4. Williams Star Series	75.00	125.00
4. Genco Glider	30.00	39.50	2. Williams Super World Series	235.00	295.00
6. Genco Play Ball	29.50	65.00	4. Williams Quarterback	50.00	110.00
6. Groetchen Met. Typer	79.50	149.50	4. Wurlitzer Skee-ball	115.00	150.00
4. Jack Rabbit	55.00	95.00			

## CONFIDENTIAL PRICE LIST

### VENDORS

### CIGARETTE MACHINES

4. DuGrenier "W" (9 col.)	\$ 69.50-\$ 89.50	4. Rowe Royal (8 col.)	80.00- 130.00
4. DuGrenier "S" (7 col.)	69.50- 85.00	4. Rowe Royal (10 col.)	95.00- 140.00
4. DuGrenier "S" (9 col.)	69.50- 85.00	4. Rowe President (8 col.)	100.00- 145.00
4. DuGrenier Champion (9 col.)	80.00- 97.50	4. Rowe President (10 col.)	115.00- 145.00
4. DuGrenier Champion (11 col.)	90.00- 125.00	4. Rowe Crusader (10 col.)	125.00- 155.00
2. Eastern Electric C-8	139.50- 189.50	4. Rowe Electric (8 col.)	125.00- 150.00
2. Lehigh PX (10 col.)	89.50- 149.50	4. Uneeda "A" (6 col.)	45.00- 60.00
4. Lehigh King Size	125.00- 145.00	4. Uneeda "A" (8 col.)	49.50- 70.00
4. National 750	85.00- 95.00	4. Uneeda "A" (9 col.)	59.50- 95.00
4. National 950	85.00- 145.00	4. Uneeda "E" (8 col.)	79.50- 95.00
4* National 930	90.00- 130.00	4. Uneeda "E" (9 col.)	79.50- 95.00
4. National 9-A (9 col.)	100.00- 125.00	4. Uneeda "E" (12 col.)	65.00- 85.00
4. National Electric	119.50- 139.50	4. Uneeda "E" (15 col.)	75.00- 95.00
4. Rowe Imperial (6 col.)	69.50- 95.00	4. Uneeda 500 (7 col.)	75.00- 130.00
4. Rowe Imperial (8 col.)	65.00- 95.00	2. Uneeda 500 (9 col.)	79.50- 110.00
4. Rowe Royal (6 col.)	79.50- 100.00	4. Uneeda 500 (15 col.)	75.00- 115.00
		4. Uneeda Monarch (12 col.)	79.50- 135.00

## This Week's Used Market

### MOST ACTIVE EQUIPMENT

#### Most Active Used Music

Held—Wurlitzer 1015	\$110.00-\$225.00
Held—Wurlitzer 1100	285.00- 375.00
Down—Wurlitzer 1080	140.00- 200.00
Held—Wurlitzer 1250	369.50- 500.00
Down—Wurlitzer 3020	
Wall Box	24.00- 40.00
Held—Seeburg 146S	95.00- 139.00
Down—Seeburg 148ML	250.00- 325.00
Held—M-100-78	599.50- 725.00
Held—1422 Phono ('46)	75.00- 150.00
Held—Pla Mor Wall & Bar Box	5.95- 12.50
Held—AMI Model C	445.00- 525.00

## Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory.

#### AMI, INC.

Model D-40 Phonograph	\$795.00
Model D-80 Phonograph	925.00
Model HS-SM Hideaway	575.00
5c-10c Wall Box (40 Selections)	59.50
5c Wall Box (40 Selections)	53.50
Amivox Speaker	27.50

#### BALLY MFG. CO.

Futurity	\$ 735.00
The Champion (Mech. Horse)	1,195.00
Palm Beach	665.00

#### CHICAGO COIN

Big Hit	\$295.00
Band Box (New Model)	229.50
6 Player Match Bowler	575.00
10th Frame Bowler	575.00

#### COIN-O MFG. CO.

Pitch-O-Matic (Automatic Baseball Pitcher)	\$1,295.00
--	------------

#### H. C. EVANS & CO.

Century Phono 100/45	\$1,050.00
Jubilee Phono 40/45	825.00
Jubilee 40/78	795.00

#### THE EXHIBIT SUPPLY CO.

Big Bronco	\$997.50
Silent Salesman (Card Vendor)	79.50
Super Twin Rotation	695.00

#### GENCO MFG. & SALES CO.

"400"	\$495.00
-------	----------

#### D. GOTTIEB & CO.

Happy Days	\$329.50
------------	----------

#### INTERNATIONAL MUTO. CORP.

Photomat '52	\$1,900.00
--------------	------------

#### J. H. KEENEY & CO., INC.

Electric Cigarette Vendor	\$284.50
Coin Changer Model	304.50

#### MARVEL MFG. CO.

Overhead Scoreboard for Shuffleboards	\$125.00
Wall Type Scoreboards for Shuffleboards	95.00

#### ROCK-OLA MFG. CORP.

Super Rocket '52-50 Phonograph (Model 1434)	\$945.00
Model 1538, 5c-10c-25c Wall Box	59.50
Model 1536, 5c Wall Box, 23 Wire	39.50
Model 1424 Playmaster	440.00

#### NATE SCHNELLER INC. (NASCO)

Atomic Jet (Kiddie Ride)	\$895.00
--------------------------	----------

#### UNITED MFG. CO.

Six Player Super Shuffle Alley	\$535.00
Stars	625.00
Star 6-Player Shuffle Alley 8 ft.	565.00

#### WICO CORP.

Major Leaguer (Automatic Baseball Pitcher)	\$997.50
--	----------

#### WILLIAMS MFG. CO.

Long Beach	\$535.00
------------	----------

#### THE RUDOLPH WURLITZER CO.

Model "1400" Phonograph	
Model "1450" Phonograph	
Model 1500 Phonograph	
Model 4851 5c-10c-25c Wall Box (48 Selections)	
Model 5204 Wall Box 5c-10c-25c (104 Selections)	
Model 5100 8" Speaker	
Model 5110 12" DeLuxe Speaker	



# "Super TWIN ROTATION"

## THE ELECTRONIC SENSATION!

PLAY  
*Super*  
TWIN ROTATION

### FOLLOW THE CROWD

"SUPER TWIN ROTATION" has proved player preference—a feature that you can't afford to overlook.

### THIS WAY

to the newest, most fascinating game of the year — "SUPER TWIN ROTATION." It's the Electronic Sensation!

### "STR" = "SRO"

"SUPER TWIN ROTATION" means "Standing Room Only" in the locations featuring this marvel of scientific achievement!

There is a "SUPER TWIN ROTATION" distributor in your territory. Call him today — be the first to offer this terrific money-maker in your area.

- ADVANCE AUTOMATIC SALES CO.  
1350 Howard St. • SAN FRANCISCO, CALIF.
- ALBERTA VENDING MACHINES, LTD.  
109 Seventh Ave., E. • CALGARY, ALBERTA, CANADA
- ATLAS MUSIC CO.  
221 Ninth St. • DES MOINES, IOWA
- BANNER SPECIALTY CO.  
199 Girard Ave. • PHILADELPHIA, PA.
- BANNER SPECIALTY CO.  
1508 Fifth Ave. • PITTSBURGH, PA.
- BIRMINGHAM VENDING CO.  
540 Second Ave., No. • BIRMINGHAM, ALA.
- BORDER SUNSHINE NOVELTY CO.  
2919 N. Fourth St. • ALBUQUERQUE, N. M.
- LYN BROWN CO.  
1909 West Pico Blvd. • LOS ANGELES, CALIF.
- BUSH DISTRIBUTING CO.  
286 N. W. 29th St. • MIAMI, FLA.
- BUSH DISTRIBUTING CO.  
60 Riverside Ave. • JACKSONVILLE, FLA.
- CLEVELAND COIN MACHINE EXCHANGE  
2021 Prospect Ave. • CLEVELAND, OHIO
- COPELAND DISTRIBUTORS  
700 N. Western • OKLAHOMA CITY, OKLA.
- EMPIRE COIN MACHINE EXCHANGE  
1014 Milwaukee Ave. • CHICAGO 22, ILL.
- FIRST DISTRIBUTORS  
1750 W. North Ave. • CHICAGO, ILL.
- GENERAL DISTRIBUTING CO.  
2814 Main St. • DALLAS, TEXAS
- GENERAL VENDING SALES CORP.  
245 W. Biddle St. • BALTIMORE 1, MD.
- GINSBERG MUSIC CO.  
ROSWELL, NEW MEXICO
- T. B. HOLLIDAY CO.  
727 Main St. • COLUMBIA, S.C.
- LIEBERMAN MUSIC CO.  
257 Plymouth Ave., No. • MINNEAPOLIS, MINN.
- MODERN DISTRIBUTING CO.  
3222 Tejon St. • DENVER, COLO.
- MIKE MUNVES CORP.  
577 Tenth Ave. • NEW YORK, N. Y.
- REDD DISTRIBUTING CO. INC.  
298 Lincoln St. • ALLSTON, MASS.
- REDD DISTRIBUTING CO. INC.  
811 Union St. • WEST SPRINGFIELD, MASS.
- A. P. SAUVE & SON CO.  
7525 Grand River Ave. • DETROIT 4, MICH.
- SOUTHERN AUTOMATIC MUSIC CO.  
735 So. Brook St. • LOUISVILLE, KY.
- SOUTHERN AUTOMATIC MUSIC CO.  
240 Jefferson St. • LEXINGTON, KY.
- SOUTHERN AUTOMATIC MUSIC CO.  
3011 E. Maumee Ave. • FT. WAYNE, IND.
- SOUTHERN AUTOMATIC MUSIC CO.  
129 W. North St. • INDIANAPOLIS, IND.
- SOUTHERN AUTOMATIC MUSIC CO.  
1000 Broadway • CINCINNATI, OHIO
- DAN STEWART CO.  
140 East Second South St. • SALT LAKE CITY, UTAH
- UNI-CON DISTRIBUTING CO.  
3410 Main St. • KANSAS CITY, MO.
- UNITED DISTRIBUTORS, INC.  
513 E. Central • WICHITA, KAN.
- UNIVERSITY COIN MACH. EXCH.  
852 N. High St. • COLUMBUS, OHIO
- VARIETY DISTRIBUTING CO.  
585 Grant St., S.E. • ATLANTA, GA.
- W. B. DISTRIBUTING CO.  
1012 Market St. • ST. LOUIS, MO.
- WESTERN DISTRIBUTORS  
1226 S. W. 16th St. • PORTLAND, ORE.
- WESTERN DISTRIBUTORS  
3126 Elliott Ave. • SEATTLE, WASH.

SEE IT!  
PLAY IT!  
ORDER YOURS  
TODAY!

### EVERYBODY'S DOING IT!

... playing "SUPER TWIN ROTATION," that is. Operators, locations and players are unanimous in their praise for this amazing new game.

# EXHIBIT SUPPLY

4218-30 WEST LAKE STREET • CHICAGO 24, ILLINOIS

ESTABLISHED 1901



# BIG BRONCO

...PEAK SEASON NOW  
UNDER WAY!!!

JOIN THE THRONGS  
OF HAPPY OPERATORS  
CASHING IN WITH...

"BIG BRONCO"

...ONLY HORSE  
"SAFETY-APPROVED"  
BY UNDERWRITERS  
LABORATORIES



BACKED BY 14 YEARS OF DEVELOP-  
MENT AND 51 YEARS OF EXPERI-  
ENCE MANUFACTURING QUALITY  
MACHINES

**EXHIBIT SUPPLY**

4218-4230 W. LAKE STREET  
CHICAGO 24, ILLINOIS



ESTABLISHED  
1901



**UNITED'S**

# STAR

# PLAYER

## *Shuffle-Alley*

### TWIN SPOT FEATURE

**MATCH  
A  
SCORE**

**MATCH  
A  
STAR**

**BIG EASY-TO-SEE SCORES**

★  
**SPECIAL NEW OPERATING FEATURES**

★  
**JUMBO DISAPPEARING PINS**

★  
**FAST-REBOUND ACTION  
20-30 SCORING**

★  
**STRIKE OR SPARE  
FLASHER LIGHTS**

★  
**CAN PICK UP  
7-10 SPLIT**

★  
**FORMICA  
PLAYBOARD**

**SEE YOUR DISTRIBUTOR**

**SIZES  
8 FT. BY 2 FT.  
9 FT. BY 2 FT.**



**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



# Ride THE CHAMPION

TRADE MARK REGISTERED

by Bally®  
GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START  
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢  
A RIDE

## RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-holo . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

REQUIRES ONLY  
22 IN. BY 44 IN.  
FLOOR SPACE

110 VOLT  
A. C.

RIDE  
THE CHAMPION  
10¢



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.



Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.



Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

Bally®

MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

PALM BEACH  
See Page 30